A lifestyle magazine for Costco members

of brewing

From garages to brewpubs, craft brewing cooks up new careers 27





Welcome to The Costco Connection Online Edition and Newsstand Edition

Digital editions of *The Costco Connection* and other Costco publications are available in the *Online Edition* and in the *Newsstand Edition* available for mobile devices.

The *Online Edition* opens to the current issue, with back issues found under the Back Issue tab and "*The Costco Way*" cookbooks under the Resources tab.

The Newsstand Edition opens to the current issue in a library populated with a mix of back issues and "The Costco Way" cookbooks.

Reader Survey: Complete a brief survey and enter a drawing for a Costco Cash card. Our reader survey is open to all *Connection* readers looking to weigh in on our content or on Costco in general; or email your comments anytime directly to *connection@costco.com*.

Advertising information: Media Kit (lite) BPA/ABC

Other resources:

- Special Events at Costco locations in your region
- Kirkland Signature™ Wine Connection

 Quarterly updates about the Kirkland Signature family of beer, wine and spirits at Costco
- Costco Beer, Wine and Spirits Locator
 State-by-state look at what types of alcoholic
 beverages are sold at different Costco locations
- Costco Business Centers Locator Including hours of operation and special business-center events



Mobile resources

Have you downloaded the free *Costco Connection Newsstand Edition*? It's a tablet-friendly way to take *The Connection* with you when on the go, and delivers the current issue as well as access to dozens of back issues and cookbooks. It's available for tablets and smartphones at the Apple and Google Play app stores.

And don't miss the official **Costco App**. This free app is the best way to manage all things Costco: from maps to all Costco locations and online shopping to coupon delivery, photo orders and QR-code scanning. It's available at the Apple and Google Play app stores.



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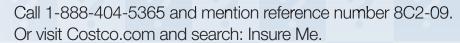
USP has tested and verified select Kirkland Signature™ supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.

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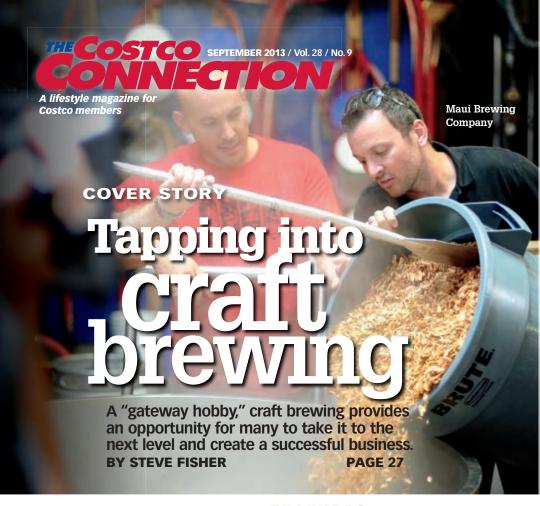
Costco members report saving an average of \$521 on auto insurance when they switch to Ameriprise Auto & Home Insurance.*







Savings data represents information provided by Costco members who became new auto insurance policyholders and reported their first year savings with Ameriprise Auto & Home Insurance between 11/1/12 and 4/30/13. Individual savings and experience may vary based upon a variety of factors including, but not limited to, driving experience and type of automobile insured. Insurance is underwritten by IDS Property Casualty Insurance Company and Ameriprise Insurance Company, both in De Pere, Wisconsin. Each company is a subsidiary of Ameriprise Financial, Inc. The auto and home insurance program is not available in AK, FL, LA, ME, ND, RI, WN, WY and Puerto Rico. Discounts and savings vary by state and apply to certain coverages. Insurance coverage varies by region or state. Certain restrictions and limitations apply. Ameriprise Auto & Home Insurance's California license number is 0C41813. Costco Insurance Agency, Inc.'s California license number is 0D08407.



DEPARTMENTS

- 7 Front End BY GINNIE ROEGLIN AND DAVID W. FULLER
- **Dialogue** Letters from our readers
- 11 Fresh Views Brain food for the entrepreneur
- 13 Consumer Connection BY DAVID AND **AMANDA HOROWITZ**
- **Financial Connection** BY SUZE ORMAN
- 16 Informed Debate Is America giving up too much privacy for security?
- 40 Arts & Entertainment Book buyers' picks + American Girl
- 53 For your health Group health + Sickle Cell Anemia Awareness Month
- 100 Member Connection Every member has a unique story.



FEATURES

Smiling all the way to the bank

> Photos are a key element of marketing your business. Some do's and don'ts.

BY MINDY CHARSKI

LinkedIn 24 What does LinkedIn have to offer besides networking?

> More than you might realize. BY HARVEY MEYER

35 **For Your Table: Balsamic vinegar**

> Some refreshing ideas for taking balsamic vinegar beyond salad dressing. BY LAURA LANGSTON

Creative Cooking: Apples

An apple a day, in the most creative way, can keep menu boredom at bay.

BY LAURA LANGSTON

- 40 **Star man** J.J. Abrams boldly goes to planets far, far away. BY J. RENTILLY
- **Crystal reflections** In a tender, funny memoir, Billy Crystal looks back on his 65 years. BY STEVE FISHER
- **Book Pick:** 45 Outside the Lines

This month's Book Pick is a tale of hope, love and the challenge of accepting family members for who they are. BY HANA MEDINA

A frog in her throat

Author, illustrator and singer Sandra Boynton goes country in her latest CD and songbook, Frog Trouble.

BY HOPE KATZ GIBBS

CONTINUED ON PAGE 5

.....SPECIAL SECTION

Kirkland Signature™

Green tea 67 Athletic shoes 71 Wipes 75 Peanut butter 78





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This option provides a way to view digital enhancements directly from the print edition through a technology known as digital watermarking.

Look for the **mobile icon** (right, or similar image), which indicates additional content, including videos, surveys, giveaways and more.



Ads with digital enhancements display a **universal play** button (right).



Instructions

- 1. **Download** the newest version of the free Costco app from the iTunes or Google Play app stores.
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- 3. Hold your device 4 to 6 inches above the watermarked image or icon and let your camera focus.
- 4. Wait for the sound—the digital content will appear.

2. Browse the Online Edition

If you have a computer with an Internet connection, you can view *The Connection's Online Edition* on Costco.com by clicking "The Costco Connection."

Those reading the print edition can scan watermarked pages with the Costco app. Readers using the digital editions of the magazine can click on the icons and play buttons.

3. Take *The Connection* on the go

For tablets and smartphones, download *The Costco Connection Newsstand Edition* from the iTunes or Google Play app stores.

DIGITAL CONTENT

Readers will find dozens of digital enhancements throughout this magazine, including:

LinkedIn, page 24
Craft brewers, pages 28, 31
J.J. Abrams, page 41
Sandra Boynton, page 47
Member Connection,
page 100

INSIDE COSTCO

78 Buying Smart: Kirkland Signature™ Peanut Butter

The line of Kirkland Signature peanut butters has expanded to three: Creamy, Crunchy and Organic.

BY TRACY SCHNEIDER

89 Member Services: Business phone service

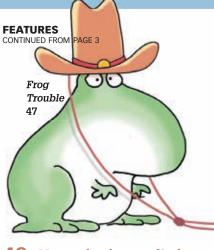
AccessLine is a plug-andplay phone system that can be modified to your specific needs.

BY T. FOSTER JONES

- 94 What's New
- 98 Special Events
- 99 Services Update

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57 Pets need protection, too

Putting together a disaster plan to include the furry family members.

BY CHRYSTLE FIEDLER

51 Fall bulb planting

Fall is not all about reaping. There's some sowing to be done as well.

BY DEBRA PRINZING

Feel warm, look cool

Approaching the cooler season with an eye to color and fashion.

49 Magnesium's magnitude

Magnesium plays a vital role in our health, and there's a good chance we are not getting enough.

BY LAUREN ARCURI WARE

5 When disaster strikes

A compendium to help prepare for the worst.

BY ERIK J. MARTIN

BY RACHEL STAFLER

Costco Travel: Beyond Oahu

Maui, Kauai and Hawaii each
offer something unique.
BY PENNY MUSCO

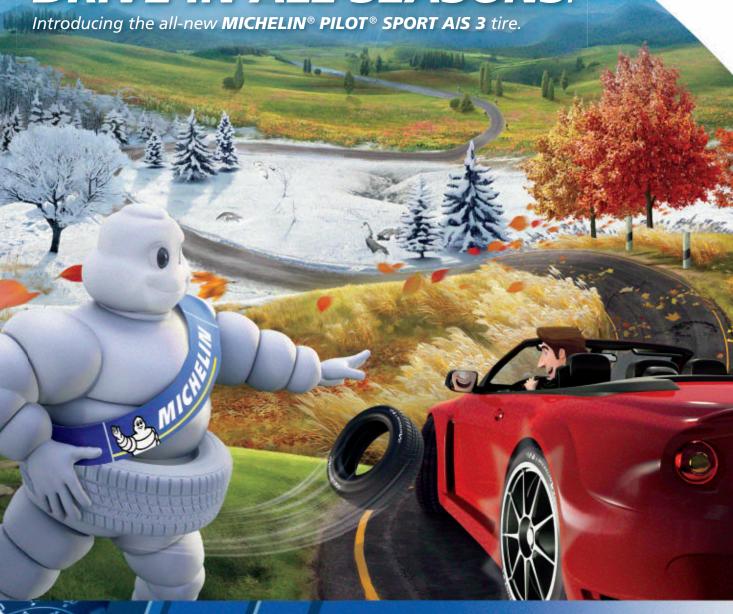


SEPTEMBER 2013 The Costco Connection **5**

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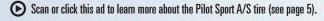
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¹ Based on internal braking tests from 50 mph versus the Goodyear® Eagle® F1 Asymmetric A/S, Bridgestone® Potenza™ RE970AS Pole Position, Pirelli® PZero Nero™ A/S, Continental® ExtremeContact™ DWS, Dunlop® SP Sport® Signature™, and Yokohama® ADVAN S.4. tire size 225/45ZR17.

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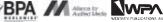
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from the publisher's desk

Ginnie Roeglin

SEPTEMBER IS A month of changing seasons, routines and priorities. This issue of The Connection features lots of tips and articles to help you make a smooth transition.

As you prepare to watch fall football games, you may want to stock up on some of the great local craft beers or Kirkland Signature™ beers available in many Costco warehouses. In our cover story, on page 27, you can meet several Costco members who have turned their hobby into successful craft beer businesses.

September is National Preparedness Month. Have you prepared a plan for your family if you are faced with an emergency? Our story on page 55 explains how to create a

plan and organize supplies that may help your family survive emergencies. On page 57, you'll also find great tips to help you plan for your pets. Our warehouses and Costco.com are stocked with many of the supplies that you will need.

A little yardwork in September will pay off with a beautiful yard next spring. Fall is a great time to plant trees and shrubs. It is also the best time to plant bulbs, as told in our story on page 61. Spring-blooming bulbs, shrubs and gardening supplies are available in our warehouses and at Costco.com this month.

Fall's cooler weather means it's almost time to pull out warmer clothing and perhaps buy some school clothes for the kids. Our warehouses have the latest fall and school fashions. We recently added apparel to our website, where you will find a variety of boys' and girls' clothing, including school uniforms. We also carry men's and women's clothing online, including plus sizes. Tips for updating your wardrobe are in the story on page 63.

Many Costco members will soon be packing school lunches. Did you know that the average American child eats more than 1,500 peanut butter and jelly sandwiches before graduating from high school? Our Kirkland Signature peanut butter tastes great and is tested several times to make sure it is safe for your family. Read more about our topquality peanut butter on page 78.

Happy fall and first day of school from all of us at Costco!



David W. Fuller is Assistant Vice President, Publishing, and

from the editor's desk

David W. Fuller

HAVE YOU NOTICED how, in the pages of this magazine, we often identify people as being Costco members? We do that to emphasize that Costco is, indeed, a club.

A club with a lot of members from many walks of life.

In this issue alone you can learn about these fellow members:

- · Marc Gordon, author and founder of Fourword Marketing (page 11)
- Professional photographers Tony Rizzuto, Leigh Editor of The Costco Connection. Beisch and Michele Celentano (page 20)
- · Garrett Marrero, who began Maui Brewing, and several other craft brewers who have turned their brewing passion into profits (profiled

in our cover story on pages 27 through 31)

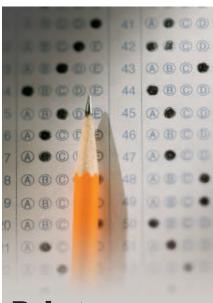
- Nora Gedgaudas, a board-certified nutritional consultant (page 49)
- Disaster survivor Sally Strackbein and disaster expert and author Arthur Bradley
- Ranee Ramaswamy, who has brought her native India to the United States in the form of Bharatanatyam, the oldest discipline in Indian dance (page 100)

Well, I did say "many walks of life." And that is the point. You just don't know who you might run into during your visit to Costco—a famous actor, your favorite newscaster, your doctor, a long-lost friend.

Which leads to an interesting question: What might all of these people have in common? It seems logical to assume that it is an understanding of value. And that means an appreciation of quality, since there can be no worthwhile value without good quality.

Clubs nearly always are self-selecting slices of demography. Having chosen the Costco Wholesale membership club as a slice of your shopping life, you can see you are in good company.

DIALOGUEletters



Debate goes on

In response to the August Debate, "Are standardized tests a fair measure of student achievement?"

YES. The standardized test is a fair measurement that places all students on the same playing field.

Tracy Runyon Brownsburg, Indiana

NO. I don't feel that standardized tests measure a child's ability to critically think or analyze.

Lisa Korn Montclair, New Jersey **YES.** I think they are the best we have at this time. These tests offer the best method of testing across the country.

John Kane Phoenix, Arizona

NO. It encourages rote memory and learning rather than understanding. It turns students into mechanical learners as opposed to free thinkers with creative insight.

Faith Ernest Escondido, California

Member comments

Khan Academy

Good issue of *The Connection* and really relevant to my search today for info on linear perspective ["Online school," August 2013]. I found an excellent Khan video explanation, right on the spot in Florence!

Caroline Jones Pasadena, California

Triple-play

I always enjoy reading through the Costco Connection and seeing all the new products available or the story of a member who found a niche to structure a successful business around. But I was truly blown away by three separate articles in the August 2013 Connection. Sal Khan's "Digital School" about a new teaching approach, "Elements of Excellence," profiling Jeff Charbonneau's teaching successes and "Goal Zero" about bringing power to small African villages—all three of these articles are so inspiring they brought me to tears. To read about individuals who are so dedicated to making a difference in our world is both inspiring and encouraging. I CONTINUED ON FOLLOWING PAGE



Connection comments from the Internet

"Love that the cover of the Costco magazine is the flipped classroom ["Digital school: Sal Khan and Khan Academy flip the classroom concept," August 2013]. How cool. Thanks Costco for spreading the word!"

Tweeted by Kelly Falcone @CoachKellyF

"Great cover story on @khanacademy. Thank you Costco!"

Tweeted by Karen Biernat @kbiernat1

"Loved the article in *The Costco Connection* ["Gluten free: necessity or choice?" August 2013]! Get that correct gluten free info out there, woo hoo!"

Tweeted by Elizabeth Gilbert @GilbertLiz

"Why is Tom Wolfe on the [July 2013] cover of *The Costco Connection*? Because he writes words in bulk! Ha! (p.s., I love him & Costco)."

Tweeted by Mark Medford @medfordmark

MONTHLY READER SURVEY

Win a \$50 Costco Cash card

WHAT DO you think of this issue of *The Connection*? Tell us and you could be one of five winners of a \$50 Costco Cash card! Complete our anonymous reader feedback survey by going to Costco.com, scrolling to the bottom of the page and clicking on "Current Issue" of *The Connection*. Then click "Reader Survey" on the welcome page on the right. Upon completion of the survey, you will have the option to enter the drawing.



Tablet or smartphone?Scan or click here to fill out the survey. (See below for scanning details.)

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To read digital watermarked content available in select articles and ads, download the newest free Costco app for Apple devices at the iTunes app store, or for Android devices at the Google Play app store; then scan as directed in the magazine.





ial Advertising

- All ads indicate whether a product is available in the warehouse, on Costco.com or both.
- Products are scheduled to be available during *The Connection*'s month of publication and are noted as in warehouse "early in month" (1st to 10th), "mid-month" (11th to 21st) or "late in month" (22nd to 31st).
- Shop early in the month for the best selection of seasonal items.
- Costco.com carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.
- Prices are usually not listed because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.

hope these articles motivate other *Connection* readers to do what they can to better our world. I know it did for me.

Ken Grimes Seattle, Washington

Hurray for PJs

Just saw the article about the organic pajamas. We have been buying them—and loving them—for our two boys for a while now and they are terrific! I love that they are organic cotton and at an affordable price. My sons love their cute and cool design. Thank you Costco!

Robin Trepanier Yakima, Washington

Shaking it up

I am compelled to comment on the article "Shake on it" [Fresh Views, August 2013]. While I appreciate the overall message from Barbara Pachter, I believe it important, in this global society, to be mindful of the context in which business is conducted, independent of gender. Her point number two is a very U.S.centric perspective. As a businesswoman, I have worked in many countries outside of the U.S., where the standard greeting, even in a business context, is a combination of handshakes, hugs and kisses on the cheek. On the other end of the spectrum are countries where no contact is the appropriate form of greeting. Context matters. Culture matters. Both can impact the outcomes of business.

> Natalie J. Sayer Surprise, Arizona

Winner, winner chicken dinner

On the 4th of July we hosted a potluck. I bought three Costco roasted chickens. Twelve people enjoyed dinner. I froze the leftovers and made stock out of the carcasses.

So, the count to date is dinner for 12, four dinners for me and my spouse from the left-overs, with one more dinner in the freezer, plus

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DID YOU KNOW Costco has a Facebook page? It's another great place to find out what's happening at Costco locations, learn about featured items and services, find recipes and share photos or comments with other Costco members.

Sign up for Facebook, like us, and you may be the millionth fan! Share it with your friends and family so they can receive the latest updates on special events, warehouse openings, Costco Travel packages and much more! www.facebook.com/Costco.

Every Door Direct Mail

IN THE AUGUST 2013 issue, *The Connection* featured an article on the United States Postal Service's program known as EDDM: Every Door Direct Mail ("Location, location, location," page 25). If you are a small business and have used this service, we'd like to hear your success story, for possible inclusion in a future article. Send your email to *dialogue@costco.com*, with "EDDM" in the subject line, or write to Dialogue, EDDM, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.



2 quarts of rich chicken broth. That is 21 servings, at about \$0.68 a serving, with the stock as a bonus. Costco, no one could do it better.

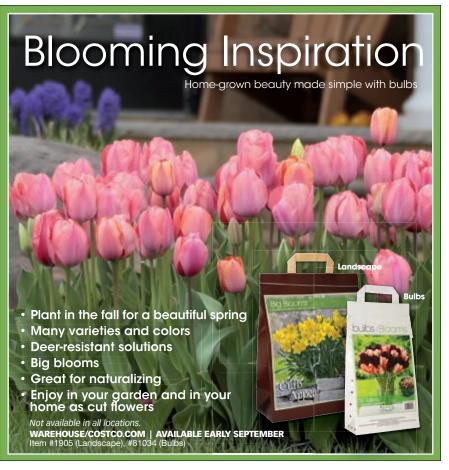
Joan Ogden Salt Lake City, Utah

Correction:

The Chicken Marabella recipe ("Making a plum-back," August 2013) should have credited The Silver Palate Cookbook (Workman Publishing, 1979) as the source.

Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to *dialogue@costco.com*; or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.





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JANET ATTARD: BUSINESS ETIQUETTE



Costco member Janet
Attard is the founder of
BusinessKnowHow.com,
a small-business website
celebrating 25 years
online, and the author of
two small-business books.

Email mistakes

EMAIL MARKETING IS one of the most cost-effective ways to communicate with customers and drive sales. According to the ExactTarget 2012 Channel Preference Survey (www.exacttarget.com), 77 percent of consumers prefer to receive permission-based marketing messages through email. That preference translates to profits for small businesses. An email promotion sent to an opt-in list can quickly bring in hundreds or thousands of dollars in sales.

Email marketing isn't fail-proof, though. Done wrong, it will get little or no response. Worse, it can alienate customers and potentially cause all email from your company to be blocked as spam. To reap the benefits and steer clear of the pitfalls, avoid the following email marketing sins.

Adding people without permission.

"Adding people without permission continues to be one of the biggest mistakes I see," says Costco member Tom Kulzer, CEO and founder of the AWeber email service. "Email addresses from business cards and association membership lists don't belong on your email list unless individuals have explicitly asked to be there."

Making your entire email an image.

Pictures don't work in email. "On any given day, 35 to 67 percent of recipients are using email default settings that block images," explains Ellen Williams, Costco member and regional development director for Constant Contact email marketing service. "As a result, when they open an email that is just an image they see a big white box, a small red X and a link to unsubscribe!"

Missing or bad subject lines. The subject line on your email is what determines whether the recipient will open it. If it's missing or boring, the email will get deleted. If it's misleading or includes words frequently used by spammers, recipients may report your email as spam, which makes it more likely for you to have all of your emails blacklisted or to lose your email-provider account.

Being accidentally blocked. Even though a person has asked to be placed on your email list, your email could still wind up in his or her junk mail folder if the recipient doesn't recognize your name, or if the local email program uses spam filters that trip up your legitimate mail.

To stay out of the junk mail folder, remind people at the point of sign-up to "whitelist" the email address from which you will be sending them email by adding you to an accepted-sender list. Surety Mail (www.isipp.com) has a free tool that will generate customized whitelist instructions for your list.

Can you afford the Affordable Care Act?

THERE IS A LOT of confusion and consternation over how the Affordable Care Act will affect small businesses. The White House recently

announced two changes in response to concerns from small businesses. "In our ongoing discussions with businesses we have heard that you need the time to get this right. We are listening," wrote Valerie Jarrett, senior adviser to President Barack Obama, in a blog post on the White House website (www.whitehouse.gov/blog/2013/07/02/we-re-listening-businesses-about-health-care-law).

Those changes are:

• Cutting red tape and simplifying the reporting process

 Giving businesses more time to comply

Here's a quick review of what small and big businesses need to know about the healthcare law and how it will work:

If you are a small business with fewer than 50 workers, the law's employer-shared responsibility policies do not apply to you. Instead, you gain

access to the Small Business Health Options Program, which will offer the purchasing power of large businesses. You may be eligible for a tax

credit that covers up to half the cost of insurance if you offer quality coverage to your employees. If you own a business

If you own a business with more than 50 workers that already offers full-time workers affordable, quality coverage, you are fine: The government will work with you to keep that coverage affordable.

If you are a company with more than 50 employees but choose not to offer quality, affordable coverage, the government has provided as much flexibility and transition time as possible for you to

move to providing affordable, quality coverage to your workers.

MEDIA BAKERY

The Health Insurance Marketplace is scheduled to open on October 1. In the meantime, for more information, go to www.healthcare.gov.

Tips for working from home

FOR MANY BUSINESS owners, working from home can bring efficiency, reduce overhead and create more time to spend with family. The downside: distractions. Costco member and marketing expert Marc Gordon offers these tips to make it work.

■ Have a designated work area. Forget the kitchen table—have a room with a door to call your own. Train your family to know you are unavailable when the door is closed.

■ Keep set hours. It can be easy to take a few hours off in the afternoon, then work till midnight. The problem is that this can lead to you working too many hours or not enough, resulting in either exhaustion or a lack of business growth. Try to keep your hours in line with the rest of your industry.

A change of scenery can make you more productive. So grab the laptop and head off to a coffee shop or local library for some creative thinking.

events. It's easy to become solitary working from home, making you unmotivated and uninspired. Meeting new people will not only keep you sharp, it may even bring in new business.

■ Schedule your time.
Set aside blocks of time
throughout the day and week
for work, chores, meals, errands
and "me time."

You can get more tips from Gordon on his website, www. marcgordon.ca and his online show, marctv.net.

MEDIA BAKE

Think Costco First



Scholarship scams



David Horowitz is a leading consumer advocate. David's daughter Amanda Horowitz is the CEO of Fight Back! and co-founder of FightBack.com. **Email David and** Amanda at info@ fightback.com.

MANY STUDENTS USE scholarships as a way to pay for college. But beware of fraudsters trying to scam your family out of money while you're looking for ways to save. Protect yourself from scholarship scams by being aware of these potential signs.

Official-sounding doesn't mean it is

Scam artists often pose as legitimate scholarship organizations by using official-sounding names containing words such as "Federal," "National" or "Foundation."

If you have any doubts about the legitimacy of a scholarship, James A. Boyle, a representative of College Parents of America (www.collegeparents.org), a national membership organization for college parents, suggests checking out a scholarship organization by making sure it's endorsed by reputable sources. Boyle recommends the Colorado-based National Scholarship Providers Association or Minnesota-based Scholarship America, which manages scholarship programs for hundreds of companies and other entities.

Fees and guarantees

Costco member and financial aid expert Mark Kantrowitz, publisher of Edvisors, a network of websites offering educational resources for students and parents, says, "If you have to pay money to get money, it's probably a scam."

Legitimate scholarship providers don't require you to send in application or processing fees. Beware of scholarship matching services that guarantee they will find you a scholarship or give you your money back. Boyle warns, "The word 'scholarship' has become ubiquitous for any type of aid. It has become synonymous with any form of tuition discounting." So in other words, he says, to fulfill its obligation, "a company offering a money-back guarantee for a scholarship could just provide you with a list of loan opportunities."

"Free" seminars and interviews

Invitations to attend a free scholarship or financial aid seminar or interview could be a way to get you to listen to a cleverly disguised sales pitch or marketing scheme. Frequently the salespeople may disparage other sources of advice, such as high school guidance counselors and college financial aid administrators, says Kantrowitz. He advises asking a college financial aid administrator whether the seminar is legitimate.

"We do the work for you"

It sounds appealing to have a company search for and apply for scholarships on your behalf, but in reality you can't avoid putting significant time, energy and work into applying for scholarships yourself.

Preference to first applicants

One of the ways scam artists hook you is to say a scholarship is given on a first-come, first-served basis. Kantrowitz says, "Legitimate private scholarships do not give out money on a first-come, first-served basis. They usually have many more applicants than funds."

Scholarships put on hold

Getting your credit card or bank account information is often the goal of scholarship scammers, and they try to get it by saying it can be used to put your scholarship on hold. Don't be fooled.

Lack of information on previous recipients

Scholarship donors should be able to provide information about money awarded to students to attend institutions unless the scholarship is relatively new. Beware of anonymous scholarship endorsements that list only a student's first name and city or state.

What you can do

Free information is available from your high school guidance office, at www.studentaid.ed.gov and www.fafsa.ed.gov/help.htm or by calling 1-800-4FEDAID (433-3243).

The U.S. Department of Education's Office of Inspector General also hosts a fraud-awareness website with scholarship scam information at www. ed.gov/misused.

Please note we are not licensed professionals in any field. If you are seeking advice you should consult with your own licensed professional. We do not assume any liability or responsibility for the interpretation, application or accuracy of any information provided.

How do you protect your aging parents from getting ripped off? Brian J. Stiger, director of the Los Angeles County Department of Consumer Affairs, shares some tips.

- Enroll your parents in the Federal Trade Commission's National Do Not Call Registry to reduce the number of unwanted telemarketing calls they receive. Be sure to register both their cell- and home phones. Visit www.donotcall. gov for more information.
- Take them to seminars and workshops aimed at teaching seniors about emerging scams.
- Check their credit report periodically at www.annual creditreport.com to detect if they have been victims of identity theft.
- Talk about the option of placing a security freeze on their credit report with the major credit reporting agencies (Experian, TransUnion, Equifax). A security freeze may reduce the chances of

becoming a victim of identity theft—it helps stop someone from being able to open new credit accounts using personal identifying information-

but there are issues to consider before obtaining one. Contact your state, city or county consumer protection office for details.

The Identity Guard service offered to Costco members monitors the data on a member's files at the credit bureaus every business day and has dedicated Identity Theft Victim Assistance agents. For more information, go to Costco.com and click "Services."-Editor

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Have a question for Fight Back?

Just log on to www.fightback.com or email info@fightback.com. Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on www.fightback.com.



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13EX1125 6/13

Ask Suze Orman

Email your personalfinance questions to
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The Costco Connection
P.O. Box 34088
Seattle, WA 98124-1088.

Suze will answer selected questions in this bimonthly column. She regrets that unpublished questions cannot be answered individually.

Suze Orman's TV show airs Saturday nights on CNBC. Suze can be contacted at www.suzeorman.com.



Edition, search

"financial connection."

Investing in their future

■ 401(k) vs. Roth

By Suze Orman

I am 70 years old. I just have a new granddaughter. I do not have much to give to her except \$50 a month. Please help me to know what to do to make it better for her.

Lan A., Austin, Texas

GRANDMA, I HAVE a quibble with your note. What makes you think \$50 is not much? It is a lot. Be proud of how wonderful you are to want to help your granddaughter. If you were to save \$50 a month for 10 years and earn an average annual rate of return of, say, 2 percent, you would have more than \$6,500 saved up by the time she is 10. That's fantastic. (Yes, as I note in the next question, bank saving rates are below 1 percent today, but they will not stay there forever.)

Another option to consider is that once your granddaughter is closer to a year old, perhaps there is a weekly enrichment program her parents would love to take her to—music, movement, group play—but can't afford on their budget. If so, that could be a tremendous way to start making her life better right now.

My 14-year-old niece is in foster care and will be there until she is 21. I have a small amount of money set aside from my mother (less than \$2,000) that I would like to put somewhere (invest/save) that would grow so that she could have some sort of inheri-

tance when she reaches 21. Is there anything I can do for her? I probably would add to this account occasionally, but not on a regular basis.

Linda P., Palatine, Illinois

HOW LUCKY YOUR niece is to have you in her life. My only suggestion is that you should not feel you must pass on this gift when your niece turns 21. You know your niece best, but wouldn't it be a shame if you gave her the money before she was ready to be responsible? So keep your mind open about when you want to give her this gift. You'll know when the time is really right.

Now, about where to invest. I first want to start with a question for you: I know how precious this \$2,000 is. If you were to invest the money and the value fell to \$1,800 or even \$1,600, would you be heartbroken? If so, then you are never to let anyone talk you into investing it in stocks. I think stocks are a fine investment over the long term, but only if you are comfortable with the fact that

in bear markets stocks can lose 20 percent of their value or more.

I think the best move for you is to keep this money safe and sound in a bank account at a federally insured bank. While it is true that you will not earn anything on the money right now, it is also true you will not see the value of your account go down.

If you decide you can live with some risk and you take my advice to wait until your niece is older—say, 30—to give her this money, then you might want to consider investing in an exchange-traded fund (ETF) that invests in big U.S. companies, what are commonly called blue chips. The SPDR S&P 500 ETF (ticker symbol ETF) is one example. You can purchase an ETF from a discount brokerage.

You could also consider doing both: Keep some of the money safe and sound, and invest the rest. It all depends on what feels right to you. There is no better investment guide than to listen to your gut.

I am 52 years old and I am contributing \$800 every pay period [every two weeks] to my deferred pretaxed 401(k). No company matching. Sixty percent of my money is in guaranteed 4 percent interest and 40 percent of it is in "low-risk" funds. Now, my friend says that I should stop this and place my money in "index universal life" instead. What do you think?

Ingrid Y., Arlington Heights, Illinois

I THINK YOUR friend is wrong. I am simply not a fan of using life insurance—any kind of life insurance—for retirement saving. It is much less costly to invest for retirement separately, and then, if you need life insurance-and I am not even sure you do—purchase the least expensive form of life insurance, called term insurance. Bundling your retirement saving with life insurance is not a good deal. Now, about your retirement saving: Given that you are not getting a company match, you might consider focusing on funding a Roth IRA first. Because you are at least 50 years old you can invest a maximum of \$6,500 in a Roth IRA this year. While your contributions will not lower your taxable income for the year of the contribution (as your current retirement account does), withdrawals from your Roth IRA will be 100 percent tax-free in retirement if you follow a few easy rules. The money you withdraw from your current workplace retirement account will be taxed at your ordinary income tax rate.



Is America giving up too much privacy for security?

NEWS THAT THE National Security Agency has been collecting the phone records of hundreds of millions of Americans each day, along with all Internet usage from nine major U.S. Internet providers, has critics concerned that this is one more step toward our abandonment of privacy in the fight against terrorism. Others contend that such measures are a democratically made choice, that there are controls in place and that the government's collection of information is less extensive than what Americans voluntarily subject themselves to every day.

What do you think?



Find out more about this topic on the Web:

- www.slate.com (search: "The Foundation of a Very Oppressive State")
- http://millercenter.org/debates/privacy
- www.schneier.com/book-beyondfear.html
- www.epic.org/NSApetition



Anthony W. Morris Houston, TX



Privacy has become an informality for the federal government. This is a cause that will rock

our democracy to its core.

Joseph Jaffe Mountain View, CA



I believe that very little security is being gained by the collection of much of the information

that is being collected.

Merwin R. Severtson Post Falls, ID



This is a violation of our Bill of Rights. Specifically our Fourth Amendment. It really has little to

do with catching terrorists.

Kristen Muehlhauser Ann Arbor, MI



If this protection comes at the cost of Internet or phone privacy, I think it is worthwhile

Lorin Krueger Tallahassee, FL



Freedom is not always free.

Laura Simmons Strongsville, OH



If, as a nation, we can avoid repeating the heartache of 9/11, then I will happily give up

my privacy.

from an expert in the field:



Neil Richards, www.neilrichards.com, is a professor of law at Washington University in St. Louis, where he writes and teaches about privacy law. He is on Twitter as @neilmrichards.

IT'S DIFFICULT TO sav whether Americans are giving up too much privacy for security, because the government won't tell us how much privacy it is invading.

How can we possibly decide whether any sacrifice is worth it, when we don't know what we're sacrificing? Ironically, one of the strongest advocates for privacy seems to be the National Security Agency itself, which demands vast amounts of privacy for its secret, unaccountable surveillance programs.

It's difficult to balance privacy and security in another respect, because we don't know the nature of the threat. Politicians and the surveillance industry frequently warn us about the dangers of terrorism, but they are always vague about the nature of the threat. They ask us to make a cost-benefit analysis with no sense of the costs or of the benefits.

Here's what we do know. First of all, privacy from government surveillance is not just important, it's the hallmark of a free society. Information is power, and unchecked power to peer into the lives of ordinary citizens is a recipe for disaster. We know the cautionary tales of civil liberties abuses by totalitarian states, but America's own experience with unconstrained surveillance is bad, too. We know that the FBI blackmailed Martin Luther King Jr. with evidence of marital infidelity that was unrelated to his civil-rights campaign in order to silence his criticism of racial oppression.

We know spectacular terrorism of the 9/11 kind is very rare, and that few people have the potent mix of evil motivation, resources and skill to pull off something like that. We also know that acts of terror occupy our attention out of all proportion to their actual risk, because they are dramatic and rare. But, as with plane crashes, the spectacle grabs us and makes us act irrationally. High speed limits, unhealthy diets, alcohol and toddlers with guns all kill far more Americans than terrorists, yet terrorism dominates the news because of its spectacle. This is exactly what terrorists want.

In a free society, the people have the right to know what their elected governments are doing in their name. But governments have got in the habit of denying privacy to their citizens while shrouding their own activities in secrecy. This is entirely the wrong way around. Free citizens have the right to know what the government is up to, and the right to live their lives free from unregulated government prying into their lives, reading their email and watching them surf the Web. If they don't, then they are not really free.

from an expert in the field:



Paul R. Pillar, former deputy chief of the Counterterrorist Center at the CIA, is the author of Intelligence and U.S. Foreign Policy: Iraq, 9/11, and Misguided Reform (Columbia University Press, 2011; not available at Costco).

ALL GOVERNMENTS perform certain functions in the interest of security, including domestic law enforcement and the collection of information about

external threats. This is part of what is expected of government. Democracies differ from dictatorships in that those who carry out these functions are accountable to leaders elected by the people. What a democratic government does for the sake of security is thus not an arbitrary or unwarranted blow against privacy or anything else. It is instead the result of a free choice by the citizenry, exercised through their elected representatives.

Such choices are necessary because there are indeed trade-offs between security, on one hand, and values such as privacy and personal liberty on the other. Not even a free people can have unlimited amounts of all of those things. Exactly where the people decide to strike a balance between security and privacy will change over time.

Security has understandably received more weight whenever events have increased concern about a threat such as international terrorism. Combating terrorism is in large part a finding-aneedle-in-a-haystack task of identifying potential attackers before they act. Careful collection and

sifting of large amounts of data is an important way to increase the chance of finding the needle.

Our government's collection of information that may involve its own citizens and their activities is subject to multiple checks and controls. Those checks begin within the executive branch, where the chains of accountability run up to the president whom American voters elected. They continue in Congress, with appropriate committees being charged with overseeing the information-gathering activities of agencies such as the FBI or CIA.

Political competition provides an incentive to uncover and root out any infringements on privacy to which the American people would likely object. The judiciary also has an important role, with court approval required for the most sensitive collection of information. In short, the privacy of American citizens is the objective of a substantial structure of protection.

The actual compromise of personal privacy by the U.S. government is quite small. Americans give to the private sector vast information about themselves as they shop, make phone calls, search the Internet and conduct financial transactions, with little or no control over subsequent commercial use of that information. Any infringement of privacy by heavily controlled government agencies, for the purpose of security, is minor by comparison.

AUGUST DEBATE RESULTS:

Are standardized tests a fair measure of student achievement?

> **8% YES 92% NO**

Percentage reflects votes received by August 7, 2013. **Results may reflect Debate** being picked up by blogs.

JULY DEBATE RESULTS:

Should offshore bank accounts be taxable?

YES: 50% NO: 50% Percentage reflects votes received by July 31, 2013.





See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and The Costco Connection take no position on any Debate topic.



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Seven tips for creating photos for social media

By Mindy Charski

SOCIAL MEDIA NETWORKS have matured into trendy, low-cost platforms that small businesses can use to build stronger bonds with customers and attract new ones. But these virtual communities don't thrive by words alone. Visual content, such as photographs, is increasingly being used to communicate messages, and not just on photo-oriented networks such as Pinterest and Instagram. Facebook users collectively upload more than 300 million photos each day, for instance.

"We live in the world of visual social media," says Costco member Julia Kocs, founder of Kocs Brand + Communications in Berkeley, California. "And it is not going away."

Photos, including videos and visual representations of data called infographics, can help business owners share information quickly and engage viewers. In fact, Dan Zarrella, social media scientist at the marketing software company HubSpot, found that posts with photos on Facebook are more likely to be shared, liked and commented on than those with text only.

So with photography being more important than ever to market a small business, we asked professionals, Costco members all, to share tips for creating compelling snaps for social media (they are appropriate for print as well). Here are seven.

1. Show your company's human side. "Too often, head shots can look eerily similar to those school pictures we all remember so

well: 'Sit on this stool in front of that dark backdrop and glue a smile on your face,' " says Tony Rizzuto, a professional photographer and educator in Missoula, Montana. "Head shots should make you look professional while communicating your personality." If you're photographing employees, he suggests, tell a funny joke and take a shot soon after they've had a laugh. "Your subject will be smiling and appear friendly and unguarded but won't look like they're laughing for no reason," he says.

2. Please the palate. Shoot food when it's fresh. "If food sits too long it looks cold and dried out," says San Francisco-based photographer Leigh Beisch. And while filters like those on Instagram can create fun imagery, avoid ones that could cast an "unappetizing" color, she warns.

3. Uniquely display your product. Props and surfaces can create an environment that helps tell the story about your product and make the photo more likely to be remembered, says Beisch. For example, to shoot a new kind of strawberry-flavored water, she says, you might use a background that feels natural or healthy, like a clean, light-colored wood or a

The Costco Connection

Costco members will find a variety of photo services at Costco 1-Hour Photo Centers, including digital, standard and canvas prints, professional photo repair and more.

brightly colored surface. Incorporating a flavor cue such as an actual strawberry would help tell the story about the water's taste. Just don't go overboard: Too many props can create visual clutter, which can keep a viewer from really engaging, she says.

4. Beware of shadows. Overhead lighting casts shadows that aren't always flattering, Beisch says. She suggests observing how your product looks when you light it from the front versus from the side using professional lighting or daylight from a window.

5. Use body-flattering tricks. To take a head shot of someone who would like to appear thinner, Phoenix-based professional photographer Michele Celentano suggests asking the person to wear a V-neck shirt to elongate the neck. Have him or her stand up tall—the body compresses when it's in a sitting position—and lean forward slightly. A person's neck and chin will appear thinner when the person is looking up at the camera, so photograph your subject with a higher camera angle by standing on a step stool or chair, says Celentano, who is also an educator and author of *Photographing Families: Tips for Capturing Timeless Images* (Wiley, 2013).

6. Crop smartly. Cropping a photo can help viewers focus on a main idea, Rizzuto says, so while it may be important to take a picture of yourself with your storefront in the background, it's less crucial to show the entire building. Take care not to crop people at their

knees, wrists or other joints, he adds.

7. Keep your audience in mind. "Try and think of what would appeal to Joe Consumer, then craft a fun or interesting message around that," says J Frederick, executive creative director at RD&F Advertising in Dallas. Instead of a gym posting a picture of new supplements, for instance, he says, it could post one of a member who recently lost weight after taking supplements and working with an expert trainer. "Be interesting," Frederick says, "and people will be interested."

Dallas-based freelancer Mindy Charski (@mindycharski on Twitter) specializes in business journalism.

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By Harvey Meyer

SIMIN FOSTER JOUSTED with an everpresent worry for entrepreneurs: how to attract customers. In her case, it was how to attract exhibitors and others to the Whole Earth Expo she co-founded.

One way the Ottawa, Ontario, Costco member promoted the spring event was through LinkedIn discussion groups spawned by the Ottawa Chamber of Commerce, Invest Ottawa, Green Ottawa and other organizations.

Bingo. A number of exhibitors read her posts about the expo, clicked a link to her website and signed up. "LinkedIn discussion groups," says Foster, "turned out to be a very good way of attracting business."

Count Foster among the business owners and small firms discovering that LinkedIn is more than just a professional networking site. It can also be a valuable tool to help them grow their business.

LinkedIn is suited to assist small firms with business opportunities, explains Lana Khavinson, a LinkedIn senior marketing manager and Costco member. "Our audience is professional, educated and engaged. People come to our platform to invest time in their professional and business profile."

Small firms can utilize LinkedIn in several cost-effective ways, including the following.

Job postings. Just as many job seekers upload their résumés on LinkedIn, many small firms search for candidates on the network. They also post job opportunities, making them visible to 200 million members.

Intelligence gathering. Targeting the right prospective customers is vital, so Sam Richter appreciates a LinkedIn tool that can help identify hot sales leads. Richter, a Minnetonka, Minnesota, author, speaker and small-firm marketing officer who teaches about LinkedIn's utility, uses a free "advanced search" function on the LinkedIn home page to find contacts by job title, geographic region, industry and other identifiers. (A premium service supplies even more specific contact information.)

"This allows people to get past gatekeepers and find the right prospects in ways that would have previously been impossible or unaffordable," says Richter, a Costco member, who considers it game-changing "sales intelligence" for small firms.

If Richter has an established contact, that constitutes a "first-degree" LinkedIn connection, meaning he now, by default, can access all of that contact's first-degree connections. Richter says he has had "tremendous success" contacting members of this latter group—his



Tablet or smartphone? Scan or click here for an introduction to LinkedIn's company pages. (See page 5 for scanning details.)

"second-degree" connections—after asking his first-degree contacts for an introduction.

Company pages. All firms on LinkedIn can set up a free company page to describe themselves and their products and services, and, for example, post updates that invite comments and include links to a corporate blog, Facebook page or elsewhere. The problem is, many small firms ignore the company page.

"It's unfortunate if they do, because the company page gives you additional visibility," says Lori Russo, Costco member and managing director of Stanton Communications, a marketing communications and public affairs firm. She suggests populating the company page with keywords and other critical information to facilitate LinkedIn and Internet searches: "You aren't as likely to get new business if the company page isn't complete, because it makes it harder for people to find you."

Baltimore-based Russo says small firms might entice potential customers with a company-page feature that highlights special promotions on the header image. Russo pays attention to free company-page analytics such as the number of clicks on products and services pages and info on "followers," which details their industry, organization, geographic region and job title. Following up with followers may transform some into customers.

Groups. LinkedIn has more than a million member-created groups, so members can access any discussion imaginable. Many firms launch their own groups, some specifically on their products and/or services. Since many groups are "noisy," maybe because of sales solicitations or spamming, invitation-only membership helps curtail those problems.

Richter carefully screens for groups that supply helpful, focused information and where he can provide expert advice. Often, a group member will personally contact such "thought leaders," which may eventually lead to sales.

"I've received indirect value when I've answered a question in a group," says Richter, "because it helps build my brand."

LinkedIn itself launched a small-business group called Succeed, which posts hundreds of moderated discussion topics ranging from the inspirational to practical how-to advice, says Amy Chen, Succeed's community manager and a Costco member. As with all LinkedIn groups, Succeed members can poll others to gauge their thoughts on selected subjects.

"If members share a problem," says Chen, "we might be able to crowdsource a solution."

Ads. Small firms might seize attention through LinkedIn ads that could appear, for example, on targeted members' home pages or groups. A business might start with a self-service ad tailored to an audience based on such factors as geography, industry, company name, job function, seniority and LinkedIn group. Most small enterprises choose a costper-click option that directs members, for instance, to their company page or website.

"That's very cost advantageous, because you're only paying for results," says Khavinson.

While the above tools and others—including premium subscription services—may offer benefits, small firms should examine LinkedIn as they would other social media, then prioritize which functions, if any, best suit their needs. Users can take LinkedIn's free webinars on the site to learn how to best use the network.

For Simin Foster, these tools were a clear difference maker for her Whole Earth Expo.

"People said they found us through LinkedIn," she says, "and I'm happy with the results."

Harvey Meyer is a freelancer who writes for a variety of business, consumer, health and general-interest publications.

Using LinkedIn

SETTING UP A LinkedIn account is easy. Just go to www.linkedin.com and register.

Several resources on the site can help you optimize it for your business. Scroll to the bottom of your main page and click on "Help Center," then enter a topic in the search box, such as "company page" and "groups."

Also, try these links:

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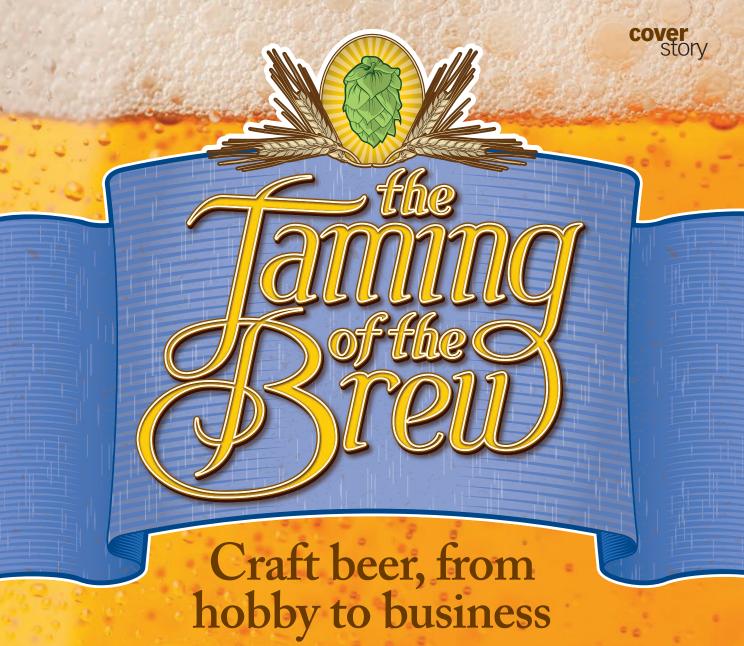




ready for anything good things come when you plan ahead



look for medicine cabinet essentials at your local Costco



BREWING BEER HAS been part of our culture for a long, long time. At least 12,000 years ago, people were brewing beer in small batches. The Sumerians even had a goddess of beer, Ninkasi. And these days, many folks continue to worship the tasty libation. So much so, in fact, that they are jumping on the homebrewing beer wagon. But what starts as a hobby doesn't necessarily remain a hobby.

Full disclosure: This writer is a home brewer, blending passion for the brew with a way of bonding with his two adult sons. It wasn't long before what started as merely a good time for all yielded discussions about turning it into a family business—a brewpub or a small brewery.

We aren't alone. When *The Connection* published a call to action for Costco members to share their stories about turning their home-brewing hobby into a craft-beer business, we received more than 500 responses. Many had taken just a few steps. Others had pushed much further. And of those respondents who had yet to start a business, most were at least dreaming of it.

CONTINUED ON PAGE 28

Gary Glass, director of the American Homebrewers Association (www.homebrewer sassociation.org), says, "The majority of the new breweries being opened these days are being opened by home brewers. I would also estimate that more than 90 percent of the people who make their living as professional brewers got started as home brewers."

"I'm living proof that a home brewer's dreams can come true," says Jim Koch, founder and chairman of The Boston Beer Company, which makes Samuel Adams beer.

Craft brewing is exploding in popularity.



Tablet or smartphone? Scan or click here for a video about Two Brothers Brewing.

The Brewers Association (www.brewersassoci ation.org), an organization promoting small, independent American brewers, says the number of craft brewers has gone from eight in 1980 to 537 in 1994 to more than 2,300 in 2012. As of June 1, 2013, more than 1,500 breweries were in development in the U.S.

Larger companies have started producing their own "craft" beers, including Costco, whose Kirkland Signature™ beers keep growing in popularity. But the Brewers Association defines true craft brewing this way:

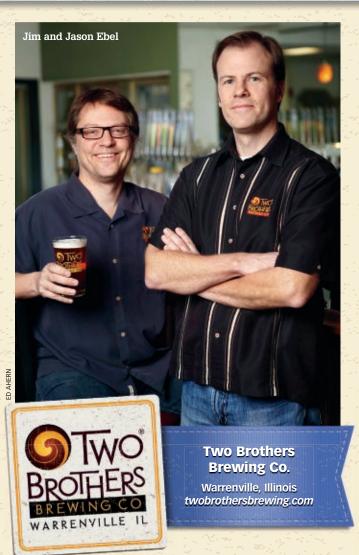
- ► Craft brewers produce less than 6 million barrels of beer a year (compared with more than 150 million barrels produced by Anheuser-Busch) and are independently owned and operated.
- ► Craft beer is generally made with traditional ingredients such as malted barley; inter-

esting and sometimes nontraditional ingredients are often added for distinctiveness.

- ► The hallmark of craft beer and craft brewers is innovation. Craft brewers interpret historic styles with unique twists and develop new styles that have no precedent.
- ► Craft brewers have distinctive, individualistic approaches to connecting with their customers and tend to be very involved in their communities through philanthropy.

For those contemplating the leap to commerce, Koch advises, "Make sure you are brewing really great, wonderful beer. Because there's a lot of good beer out there. Truly wonderful is probably where you need to be."

Here, Costco-member craft brewers share some of the challenges and joys they faced while taking their passion for brewing from hobby to small business.—Steve Fisher



An ale of two brothers

DURING THE EARLY '90s, in their college years, brothers Jim and Jason Ebel both spent time traveling around Europe and sampling a variety of beers. When they returned home the two began brewing their own to re-create the flavors they'd experienced in Europe.

Their first step to taking their hobby pro was to open The Brewer's Coop, a shop for home brewers and winemakers, in Naperville, Illinois. Despite the success of the store, the brothers dreamed of opening a brewery. One Sunday, over dinner, their mother finally said, "You guys either need to open a brewery or shut up about it, because you're driving me crazy." With the blessing of their parents, the brothers created a business plan, secured a modest budget and, in 1996, turned some of their retired grandfather's dairy equipment into a draft-only brewery.

"We thought if it didn't work out, we were young enough to get different jobs," says Jason.

In the last 16 years, Two Brothers Brewing has gone through three major expansions and opened two restaurants and a coffee roaster. The business is the largest independently owned and operated craft brewer in Illinois, and brews more than 20 different year-round, seasonal, artisan and special-project beers.

"We've always said we want to have controlled growth," Jim tells The Connection. "We've always tried to use business revenue to fund our growth."

"We're serial entrepreneurs; we start to twitch if we don't have a new project," adds Jason, who explains that most of the growth has happened in the last four or five years.

Currently, Two Brothers beer is sold in several states. While the brothers aren't opposed to entering new states, their focus is very much local.

"We want to own our home market," says Jim. "Eighty percent of our beer is sold in Chicago. We want to be the beer [local] people think of."

—Stephanie E. Ponder



Challenge: "When we started, we didn't have any business experience and had to learn to do things on our own. Learning how to be a good and effective manager is something we still strive for."—Jim Ebel



Cozy Copper Kettle

A SMALL, HIDDEN industrial strip in east Denver seems an unlikely place for a cozy, inviting brewpub. But that is where Copper Kettle Brewing Company has made its mark. It's a Cheerslike haven where regulars flock, often daily, to schmooze with a little booze—namely, superb, innovative craft beers. A few of the 50 members of its Beer Club are typically on the bar stools, hoisting their personalized glass mugs and sharing their latest news-sometimes for hours.

Copper Kettle owners Jeremy Gobien and Kristen Kozik were astonished when their Mexican Chocolate Stout won the Gold Medal (in the Herb and Spice category) at the 2011 Great American Beer Festival, just six months after they opened the brewery. The stout, a heady, exotic black ale with dark roasted malt flavors along with bittersweet chocolate, a blend of three Mexican chiles and cinnamon, was inspired by an Aztec recipe for hot chocolate, and accounts for up to half of all their sales.

Gobien, a materials engineer, and Kozik, a pediatric registered nurse, say Copper Kettle's business has increased ten-fold since its launching. At that time, they had decided to move from their North Carolina home to Denver to transform their love of hobby craft brewing into a business, just two years into their marriage. "Denver is the beer mecca," Kozik says.

With zero advertising, Copper Kettle has drawn acclaim and loyal fans not only for its outstanding brews, but also for its ambiance, which is crucial to the owners. "We're happy that our bottles sell at stores, but our dream was to create a traditional neighborhood brewery," Kozik explains.

Events such as their inventive breakfast beer pairings, with High Country Breakfast Stout matched with breakfast soufflés and pork belly glazed with maple syrup, begin at 7 a.m. and sell

out, and their two-year-anniversary weekend garden party drew hundreds of faithful friends and customers.

Copper Kettle

Brewing Co.

Denver, Colorado

copperkettledenver.com

Copper Kettle really is the kind of place where everybody knows your name.

-Irene Middleman Thomas

Challenge: "Learning how to manage our roles in the company. Once your business gets going, you can no longer be the face of the business, the marketer, the accountant, the brewer, the delivery guy, etc. You have to figure out who is good at what roles and be willing to delegate."—Kristen Kozik

Tip: "Having a brewer who knows your equipment and can troubleshoot will save you time, effort and money in the long run. In our case, Jeremy is a material science engineer, so when something goes wrong in the brewery, nine times out of 10, he knows how to fix it himself."-KK



Brewing the American dream

"WHEN I STARTED Sam Adams, I had an MBA from Harvard, I'd spent six years as a manufacturing consultant, but neither of those experiences teaches you the mechanics of starting a business," says Jim Koch, founder and chairman of The Boston Beer Company Inc., makers of Samuel Adams beer. "And that's everything from designing a label to procuring ingredients to negotiating a real estate lease to making a sales call to working with distributors to setting up a payroll. I didn't know them. And I had to learn them on my own, by trial and error."

Koch didn't want to see small brewers, and other entrepreneurs, go it alone, so the company came up with a program to help bring economic development to communities all over America. In June 2008, The Boston Beer Company launched a program called Samuel Adams Brewing the American Dream to, as its mission states, "provide low and moderate income food and beverage small-business owners (typically employing between one to five people) with the financial support and mentoring they need to achieve their dreams even when the odds are stacked against them."

"This is a philanthropic program," says Koch. "We don't get a percentage; we don't get any upside. The best thing that can happen to us is that the business is successful, repays the loan, hopefully, is continuing to grow. The best of the best outcomes is they don't need us anymore."

For more information, and how to apply, go to http://btad. samueladams.com.—SF



Cool draft

Brewery

Redmond, Washington

macandjacks.com

"ONE FOOT IN front of the other." This is the philosophy that Mac Rankin and Jack Schropp, owners of Washington state brewery Mac & Jack's, have followed since the beginning. From a home brewing system in the garage of Schropp's Sammamish, Washington, home, to a 40,000-barrel sales year in 2012, they have kept their eyes on the prize for more than 20 years.

If you want to start your own business, there comes a point where you have to take a major risk. According to Rankin, "We jumped off a cliff. We both left our jobs and committed fully to it. Failure really wasn't an option."

Their first shot at tap space came when The Park Pub, situated next to the Woodland Park Zoo in Seattle, requested a house beer. This inspired the creation of Mac & Jack's flagship beer, African Amber.

Since the initial leap of faith back in 1993, Rankin and Schropp have proven that they know the core values of their business. They estimate that African Amber, now well known in Washington and also sold in Oregon and Idaho, counts for more than 85 percent of their sales. Not sold in bottles or cans, Mac & Jack's can only be found on draft at restaurants, pubs and alcohol retailers with taps. Nevertheless, they operate at capacity.

Regarding their sole sales medium, Rankin says, "We have been fortunate that we are one of the top-selling beers on every account." They follow a very simple model of expansion: never growing unless they can afford it, and never sacrificing the integrity of their beer.

Schropp summarizes their vision of providing top-notch beer to consumers: "Don't worry about the money and the money will come. So if you focus on your vision, the chips will fall."

The partners have successfully walked a fine line of following their passion for excellent beer while maintaining a savvy business sense. Always expanding, but never faster than they can handle, Mac & Jack's continues to progress, one beer in front of the other.—Jordan Maughan



Challenge: "Managing employees during constant expansion and change. Finding the balance of what works best for the business and the employee takes some trial, error and experimentation."—Mac Rankin

Tip: "Brewing is not a serious business but it is serious business. You must be able to run a business first and foremost."—MR

Athletes strike gold

Tablet or

smartphone?

Scan or click

here for a video

about Strike

Brewing Co.

(See page 5

for scanning

details.)

FELLOW ATHLETES and beer enthusiasts Drew Ehrlich and

Ben and Jenny Lewis felt the beer industry was missing a decent beverage for the athletic community—other brands either lacked flavor or were too heavy post-work-out—so they concocted a solution themselves.

Five years later, in 2011, Strike Brewing Company introduced Bay Area beer lovers to a line of four session

beers with the flavor of craft beer but without the high alcohol content (session beers have less than 5 percent alcohol by volume). Since then, Strike has expanded its offerings to include an IPA, stout and the wildly popular Imperial Red, which won a gold medal in the U.S. Open Beer Championship.

Initially, Ben Lewis showed little interest in the hobby, so Jenny introduced Ehrlich to home brewing in 2008. After their first attempt yielded what Ehrlich describes as a "halfway decent" batch, they were hooked. Soon enough, friends were begging them to brew for parties, weddings and other events.

Jenny Lewis went back to school in the fall of 2008 to get a master's degree in business administration. She graduated with

a solid business plan and funding, and was granted a business permit within a week after graduating in 2011.

After making a contract-brewing arrangement (where brewing is outsourced to an established facility) in San Jose, California, the trio spread the word by attending Bay Area beer festivals and sponsoring local sporting events.

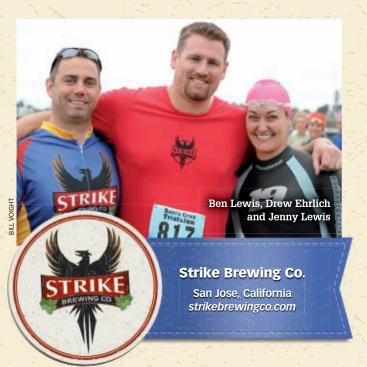
(Strike was present at 93 different events last year and will do the same this year.)

Strike plans to open its own brewery and tasting room within the next year, while expanding distribution. Jenny Lewis says, "We just want to keep growing the brand and its visibility, and become known as the active-lifestyle craft beer. That's really our goal."—Hana Medina



Tip: "Take the time and plan it out. There is so much that goes on behind the scenes, from the rules and regulations to just general business planning and marketing. There's a lot of time going into getting that first bottle on the shelf."

—Jenny Lewis





AFTER AN INCREDIBLY beautiful and challenging bike tour around western Maui in Hawaii, my son and I desperately looked around for someplace, anyplace, to quench our enormous thirst.

The nearest establishment turned out to be the Maui Brewing Company's brewpub just outside Lahaina. We found the perfect post-ride refreshments in an assortment of beers from the island brewery, all served in glasses set in a frost strip that lines the bar.

Garrett Marrero and his wife, Melanie, started Maui Brewing Company in 2005 after vacationing on the island and noticing no local beers were available. An investment consultant in San Francisco at the time, Marrero envisioned a craft brewery that matched the rich agricultural essence of Hawaii with traditional brewing. The company today brews four flagship varieties-Bikini Blonde Lager,

Big Swell IPA, CoCoNut PorTeR and Mana Wheat-as well as a variety of limited seasonal beers.

Starting out, Marrero was clear on what he did not want: a line of beers with cool labels and a hip marketing plan with little attention to the beer itself. "We wanted a world-class craft beer that could hold its own against some of my favorite beers that I grew up drinking," he tells The Connection. "Quality and integrity are the two driving forces behind what we do-and innovation as well, in how we use local agricultural items."

While the company must import hops and barley from top growers around the world, it does use local ingredients when possible, with pleasing results. For example, a winter variety, Aloha Bak'Tun, has locally grown chocolate and chipotle. Hawaiian mangoes, pineapples and other fruits show up as well.

"Craft beer is about integrity,

innovation and a sense of place," says Marrero. "Here, we have access to great fruits and spices. We can use these great ingredients and showcase how they tie into beers."

The company brews about 19,000 barrels a year. And to keep up with growing demand, it recently broke ground on a new \$17 million production facility/ brewpub. We'll know where to go after our next Maui bike ride.

—Tim Talevich



Challenge: "The biggest challenge for us has always been the high cost of production and operation in Hawaii. So, we've had to wear a ton of hats, run slim, always keep an eye on margins and directly control costs wherever we can. "-Garrett Marrero

Resources for home brewers

American Homebrewers Association

www.homebrewersassocia tion.org. A community for home brewers, with a wealth of information about the subject, including where to find brewing supply stores

Brewers Association

www.brewersassociation.org. Promotes and protects small and independent American brewers, their craft beers and the community of brewing enthusiasts

Essential Brewing in a Bag

www.essentialbrewingina bag.com. A blog for advice; equipment and books also available

Pubquest

www.pubquest.com. Find a brewery, brew house or brewpub near you

The Brewing Network

www.thebrewingnetwork. com. Streaming radio shows, podcasts and articles about home brewing

The Nutty Brewer

www.nuttybrewer.com. One brewer's blog about process, tasting and available tools for the home brewer

Zymurgy: An Introduction to Homebrewing

http://bit.ly/zaith. Enter an email address to receive a link to a downloadable guide to home brewing.—SF



The Costco Connection

CRAFT BEERS REPRESENT approximately 30 percent of Costco's beer sales, and Costco carries a wide variety of regional and national selections. Selections vary frequently, depending on availability, so members are encouraged to check back often.

To find which locations carry beer and wine, go to Costco.com and click "Resources" under "The Costco Connection," then "Beer, Wine & Spirits Locator." Then go to your nearest Costco warehouse to see which craft beers are available in your area.





smartphone?

Scan or click glass of beer (left) for a video on what it means to be a craft brewer. (See page 5 for scanning details.)

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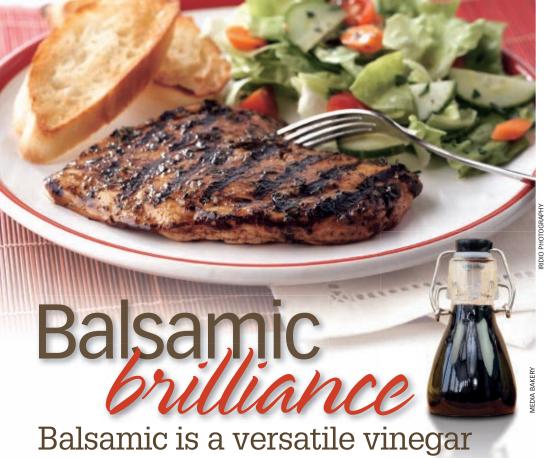
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By Laura Langston

BALSAMIC VINEGAR—that delicious, almost black liquid sometimes offered with olive oil at Italian restaurants—is far more than a simple dip for bread or an ingredient in vinaigrettes. This versatile vinegar can star in appetizers, entrées, even dessert. In fact, give it pride of place in your kitchen and it will reward you many times over.

Balsamic vinegar dates back to the 11th century in the Modena region of Italy, where it was first made. Back then, it was available only to the nobility, who prized it as a digestive aid and considered it a miracle cure for everything from a sore throat to labor pains. Barrels of the precious elixir often passed from one generation to another, and it frequently was part of a bride's dowry. Today, balsamic vinegar is coveted by cooks and connoisseurs the world over.

What makes it so special? Balsamic vinegar is a reduction of sweet grapes that are slowly boiled to a dark syrup (this syrup is known in the industry as "must"). When made traditionally, the syrup is aged in successively smaller barrels made of different kinds of wood (juniper, chestnut or mulberry, for instance) to allow the liquid to acquire their flavor. The exact production process, however, has always been something of a secret, adding to its mystique.

Over the years, as balsamic vinegar became more widely available, the Italian government became concerned with the number of second-rate products being sold. Consequently, Italy passed a law saying only two consortiums (one in Modena and one in Reggio Emilia) are allowed to produce traditional artisan balsamic vinegar that bears the label "Consorzio productori aceto balsamico tradizionale di modena."

A select number of private Italian producers are

licensed to produce quality balsamic vinegar from Modena, but to do so they must follow the strict guidelines set out by the Italian consortium. Acetum is one such producer, and its quality product is available under the Kirkland Signature™ label (see the Costco Connection box below).

That balsamic flavor can shine in a multitude of ways. Drizzle balsamic vinegar over chunks of Parmigiano-Reggiano. Mix it with fresh tuna, finely chopped scallions, capers and parsley for a unique take on tuna tartare. Blend it with tomatoes, basil and garlic to top crunchy bruschetta. Dot it sparingly over eggs, fish or beef carpaccio, or follow the Italians' lead and sprinkle a few drops on strawberries or pears for dessert. You can even sip it from a tiny glass to finish a meal.

Balsamic vinegars shine in sauces and braises (add at the end of cooking), for roasting vegetables and to finish pasta dishes or risotto. For the latter, always add the vinegar at the end, when the risotto is off the heat.

Particularly suited to vinaigrettes and marinades, balsamic vinegar can also be gently simmered for 10 minutes to make it more concentrated for garnishing steamed vegetables, pizzas or frittatas.

As long as it's kept away from direct heat and light, balsamic vinegar has a very long shelf life and can be stored in a closed container indefinitely.

Whether it's drizzled over cheese, dotted on pizza, added to risotto or splashed on fresh strawberries, balsamic vinegar adds a brilliant burst of flavor to many dishes.

Author and cook Laura Langston writes about food and health for a variety of national publications.

Balsamic-Marinated Chicken Under Bricks

Recipe developed by Sandra Lee Semi-Homemade for In The Kitchen The Costco Way

- 4 boneless, skinless chicken breast halves
- 1 cup balsamic vinaigrette
- ½ cup Kirkland Signature balsamic vinegar
- 1/4 cup chopped fresh parsley
- 2 tablespoons frozen orange juice concentrate, thawed
- 1 tablespoon Italian seasoning
- 2 teaspoons crushed garlic
- 2 bricks wrapped in aluminum foil

Rinse chicken under cold water and pat dry with paper towels. Flatten the chicken with a mallet.

Place chicken in a large resealable bag. Add balsamic vinaigrette, vinegar, parsley, orange juice concentrate, Italian seasoning and garlic. Squeeze air out of the bag and seal. Gently massage the bag to combine. Marinate in the refrigerator for 1 to 4 hours.

Set up grill for direct grilling over medium-high heat. Oil grate when ready to start cooking. Let chicken stand at room temperature for 30 minutes.

Remove chicken from the marinade; discard marinade. Place chicken on the hot, oiled grill and place foil-wrapped bricks on top. Cook for 3 to 4 minutes per side, or until chicken is no longer pink and juices run clear (170 F). Makes 4 servings.

Tip: To cook indoors, omit the foil-wrapped bricks. Prepare chicken as directed. Preheat broiler. Place chicken on a foil-lined baking sheet or broiler pan. Broil 6 to 8 inches from heat source for 5 to 6 minutes per side, or until chicken is no longer pink and juices run clear (170 F). Do not overcook.

The Costco Connection

Kirkland Signature Balsamic Vinegar is made in the Modena region of Italy, using the finest must, and is blended to create a well-balanced flavor. It is available at most Costco warehouses.

creative



Apple Envelope >

Recipe provided by the U.S. Apple Association and reprinted from Apple Cookbook (Storey Books, 2001; not available at Costco)

- 3 medium tart or sweet baking apples
- 1/4 cup raisins
- 2 tablespoons honey
- 1 teaspoon ground allspice Pastry for a single 9-inch pie crust

Milk Sugar

Preheat oven to 400 F. Grease a large baking sheet.

Peel, core and cut the apples into 1/4-inch slices. In a medium-size bowl, combine the apples with the raisins, honey and allspice. Roll out the pastry to a circle approximately 10 inches in diameter. Spoon the apple mixture over half the dough, leaving a 1-inch border. Fold the other half over the apples, moisten the edges with milk and seal. Crimp the edges with the tines or the handle of a fork. Place on the baking sheet, brush with more milk and sprinkle with sugar. Bake for 45 minutes.

Makes 2 servings.

Note: You can also use puff or phyllo pastry instead of pie crust. If you like, you can add ½ teaspoon each of ground nutmeg and ginger; replace the allspice with 1 teaspoon cinnamon; or add grated orange or lemon zest.

The Costco Connection

Look for a variety of fresh apples in your local warehouse.



By Laura Langston

APPLES AREN'T THE oldest fruit in existence (that honor goes to olives, dates or figs, depending on which source you believe), but they have been around for more than 4,000 years. In fact, some sources suggest the apple tree was the earliest treecultivated fruit.

Technically a member of the rose family, the apple appears in many myths, legends and religious traditions. The most famous is the story of the Garden of Eden, where the serpent coaxed Eve to eat an apple from the forbidden tree, forever linking the fruit with knowledge, immortality, temptation and the fall of man.

Despite that reputation, apples were a favorite fruit of the Greeks and Romans. They were often eaten at the end of the meal for their digestive qualities, particularly with rich food such as pork or goose. Cooked apples were prescribed by ancient doctors to treat lung and bowel disorders, and they were also mixed with rosewater to produce an ointment for smoothing skin.

By the 19th century, Welsh citizens were saying, "Eating an apple before bed makes the doctor beg his bread." We know that saying today as "An apple a day keeps the doctor away."

Current research confirms that apples are a healthy choice.

High in vitamins and fiber but low in calories, apples may lower the risk of certain cancers, as well as help with weight loss, heart disease and cholesterol control. Two-thirds of the fruit's fiber and many antioxidants are found in the apple peel. Almost half the vitamin C content is directly under the skin.

The crabapple (Pyrus malus) is the wild ancestor of all cultivated apple species. More than 7,500 apple varieties are grown worldwide, with roughly 100 varieties grown commercially in the U.S. Factoring in the numerous heirloom and lesserknown varieties grown in backyards, the number of varieties grown here is probably close to 2,000.

Apples can be sweet or tart, soft and smooth or crisp and crunchy, depending on the variety you choose. Most apples sold commercially are dual purpose, excellent fresh or cooked. But different apple varieties respond to the cooking process differently-some cook to mush, while others hold their shape.

The softer McIntosh apple, for instance, is great for snacking or cooking into applesauce but isn't a great pie apple. The Winesap and the Granny Smith, both on the tart side, make great pies because they hold their shape and the baking process tends to bring out their sweetness, resulting in a finished product with a nice balance of sweetness and snap.

Sweet or tart, soft or crisp, this historic fruit is versatile enough to please the pickiest of palates. Regardless if apples are used in the finale to a savory dinner or as an ingredient in the entrée, guests will surely be reaching for seconds.

Laura Langston has two old apple trees in her Pacific Northwest garden. She doesn't know the varieties, but one produces great pie apples and the other produces great sauce apples.

Apple Cheddar Panini >

Recipe provided by the U.S. Apple Association

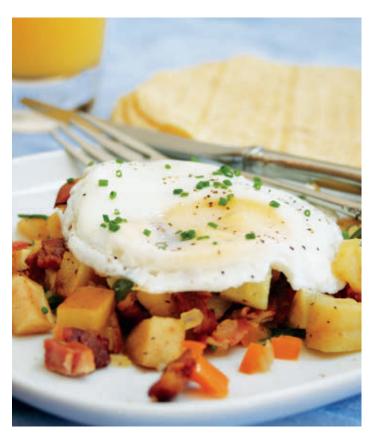
Note: If you don't have a panini press, use a nonstick skillet to make these tasty sandwiches. Just about any cheese can be substituted for cheddar.

1/4 cup low-fat honey mustard
8 slices whole-grain bread
2 crisp apples, thinly sliced
8 ounces low-fat cheddar cheese, thinly sliced
Cooking spray

Preheat panini press on medium heat. Lightly spread honey mustard evenly over one side of each slice of bread. Layer apple slices and cheese over 4 slices of bread, honey mustard side up, using about ½ apple and 2 ounces of cheese for each sandwich. Top each with remaining bread slices, honey mustard side down. Lightly coat panini press with cooking spray. Grill each sandwich for 3 to 5 minutes or until cheese has melted and bread has toasted. Remove from pan and allow to cool slightly before serving.







Apple, Chayote and Sweet Potato Hash ◀

Recipe provided by chef Alexandra I. Lopez and the U.S. Apple Association

- 1½ tablespoons olive oil
- 1 chayote, peeled, pit removed and diced
- 3 medium sweet potatoes, peeled and diced
- ½ teaspoon salt
- ½ teaspoon freshly ground black pepper
- 6 slices of bacon, cut into small pieces
- ½ cup finely chopped onion

- 1 poblano pepper, seeded and finely chopped
- 1 red bell pepper, seeded and finely chopped
- 3 large Fuji, Gala or Golden Delicious apples, cored, left unpeeled and diced
- 4 eggs, poached or fried
- Chopped chives, cilantro or parsley for garnish (optional)

Preheat oven to 425 F.

Grease a large roasting pan with ½ tablespoon olive oil. Add the chayote and sweet potato to the pan and drizzle 1 tablespoon olive oil over the vegetables. Stir well to coat with oil and season with salt and pepper. Roast uncovered for 30 minutes.

In a medium sauté pan, cook bacon over medium-high heat until crispy and golden brown. Using a slotted spoon, remove cooked bacon from pan, then carefully transfer grease into a heatproof bowl. Keep approximately 1 teaspoon of rendered bacon fat in the sauté pan and place over medium heat. Add onion, poblano pepper and bell pepper to pan and cook for 5 to 7 minutes or until tender. Remove from heat to cool slightly.

Remove roasting pan from oven. Add the apples, bacon and pepper-onion mixture and stir well. Return to oven and roast for an additional 15 to 20 minutes or until vegetables are tender and golden brown. Serve hash with poached or fried eggs and garnish with chopped herbs if you wish.

Makes 4 servings.

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Agrega Knorr[®] en el pan molido cuando hagas tus milanesas de pollo v verás como las hace irresistibles.

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KNORR® CHICKEN MILANESE/KNORR® MILANESA DE POLLO

4 servings

PREP TIME: 5 minutes **COOK TIME:** 5 minutes

- Tbsp. Knorr® Chicken Flavor Bouillon
- cup plain dry bread crumbs
- boneless, skinless chicken breast halves, pounded ¼ inch thick (about 1¼ lbs.)
- eggs, lightly beaten
- Tbsp. vegetable oil

TIEMPO DE PREPARACIÓN: 5 minutos TIEMPO DE COCCIÓN: 5 minutos

- 1 cucharada de Knorr® Caldo con sabor de Pollo
- 1 taza de pan molido
- 4 pechugas de pollo sin hueso y sin piel, aplanadas a ¼ de pulgada de espesor (aprox. 11/4 lbs.)
- 2 huevos, ligeramente batidos
- 4 cucharadas de aceite vegetal



Combine Knorr® Chicken Flavor Bouillon with bread crumbs in shallow dish. Dip chicken in eggs, then bread crumb mixture, coating well; set aside. Heat oil in 12-inch nonstick skillet over medium-high heat and cook chicken, turning once, until chicken is thoroughly cooked and golden brown, about 5 minutes.

Combine el Knorr[®] Caldo con sabor de Pollo con el pan molido en un recipiente poco profundo. Remoje el pollo en el huevo batido y cúbralo completamente con el pan molido y separe. Caliente el aceite en una sartén antiadherente de 12 pulgadas a fuego medio alto y fría el pollo, volteándolo una sola vez, hasta que esté bien cocido y dorado, unos 5 minutos.

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J.J. Abrams keeps going boldly forward

By J. Rentilly

IN THE WORLD according to J.J. Abrams, we are all better together. In real life, the 47-year-old Abrams is a devoted husband and father with a close-knit coterie of lifelong friends and collaborators. In reel life, Abrams is the mastermind behind such blockbuster film and television fare as Lost, Alias, Fringe, Mission: Impossible 3 and 4, as well as Star Trek and Star Trek Into Darkness, the latter just released on Blu-ray. These fantastic, cliffhanging tales balance on the power of love, devotion, fidelity, commitment and family. Abrams is a populist, to be sure, cranking out one hit TV show and box-office hit after another, including 2015's wildly anticipated Star Wars return, but a purist as well. To hear him tell it, it all comes down to family. Sure, the gang on Star Trek's Enterprise isn't blood related, but when it comes to once more facing the wrath of a mysterious nemesis in Into Darkness, they band together to live another day. Better together, indeed.

The Costco Connection: Nobody combines spectacle and heart in big, crowd-pleasing projects, such as Star Trek Into Darkness, like you do. What are some of the stories and storytellers who have inspired you?

J.J. Abrams: I remember crying like a baby when I was, like, 11, having just seen Charles Laughton in *Hunchback of Notre Dame*. It

was this perfect marriage of illusion and fantasy and this powerful emotional reality, of spectacle and intimacy, and it just really moved me. That film really got me obsessed with telling stories. I'd been making little short movies already for years, little Super 8 things, with my friends, but Hunchback showed me we could do something more, that the heart is as important as the spectacle. Then, of course, there were films by Steven Spielberg and George Lucas and John Carpenter and David Cronenberg, people who have managed to take the most ordinary and mundane and combine that with the most extraordinary and spectacular to make these great, great films.

CC: The real takeaway from a J.J. Abrams project is this palpable sense of wonder. That's something most of us outgrow. How do you hang on to that and keep it refreshed?

JJA: I feel like I've always felt like I was aware of where I was—meaning, I remember being in elementary school and saying to myself, "This is elementary school. Appreciate this.

The Costco Connection

You can find *StarTrek Into Darkness*, in Bluray and 3D, as well as other titles, in your local Costco warehouse.

Be aware of where you are, because it's not going to last forever." I felt that way in high school. I felt that way in college. I felt that way on my wedding day. The fact that I get to make a living in the entertainment business, I'm constantly reminded how impossibly lucky it is to be able to do something you love and have always wanted to do.

CC: It's a romantic sense of the world. It's hopeful.

JJA: I feel like it's something I see in Steven Spielberg's work, too. People often say a lot of his films have this childlike sense of wonder. When they say childlike, I don't think they mean naive or innocent even. I think what they're talking about is a sense of optimism and a sense of possibility. That's something that speaks to me. You could argue that's a romantic way to see the world, but I think you could also say it's the best way to see the world.

I like to tell stories that have a sense of hopefulness to them, even when they're scary or larger than life or crazy and relentless. Hopefully, there's a bigger heart and sense of hope there. It's how I choose to live my life and it's, hopefully, a part of the stories I tell.

CC: Part of that hopefulness and optimism comes from the sense of family that is a recurring theme in all of your work, certainly in the Star Trek films: the dysfunctional, makeshift family that somehow bands together to, uh, save the universe. Where does that come from? JJA: For me, the question of family seems to be at the heart of most great stories. I mean, TV is mostly family stories, even if the families are not literal: people who are thrown together in the hospital or the precinct or the law firm and they become the closest allies with the deepest connections, even if they have the greatest conflicts.

Looking at a movie like *Into Darkness*, it's about a family that depends upon each other, that is understanding of each other, learning what it is to be challenged, being faced with questions of loyalty and responsibility and sacrifice. All the while, the people on the *Enterprise* make each other laugh and strengthen each other's presence. There is an "us against the world" quality that happens when you have a strong family, and the stron-



Tablet or smartphone?Scan or click to hear more from J.J. Abrams in an interview. (See page 5 for scanning instructions.)

gest families reach out to try and better the rest of the world. There is an honor and respect that comes from having a family you connect with and respect. That's definitely true for the *Star Trek* family, and it makes a lot of sense to me personally. My family means everything to me. We're better together.

CC: It's well known that you were not, particularly, a Star Trek fan growing up. Why board the Enterprise at all?

JJA: Part of why I chose to do *Star Trek* is because it felt like a chance to take on a challenging, rich, exciting world that was full of potential.

I didn't really think of it as a franchise. I didn't really think of it as a sacrilege or as anything dangerous to do. It felt like an amazing chance to make something that I never quite connected with into something that was fun, thrilling, relevant and meaningful to

me. It was that spirit with which we approached these movies. We did the best we could to respect what came before, but at the same time we didn't feel especially beholden to every literal and arcane detail of the canon. That would produce a literal redundancy. We wanted to approach this from the perspective, this is not your father's *Star Trek*, this is not your grandfather's *Star Trek*.

We wanted this to be a breath of fresh air, while bringing back characters that are beloved, and to honor the elements that made those characters so special.

CC: Is there a Star Trek character that you really identify with? Is that an "in" to the Star Trek universe for you?

JJA: I've gotta say, I feel like I connect with all of them. In some ways, working on a movie requires being a little bit of Kirk and a little bit of Spock. They really are the yin-yang of those stories. That is to say, when you are captaining a ship or running a movie set, you have to be the impulsive and instinctive shoot-from-the-hip guy, but you also have to be logical, organized and practical too. Part of the fun of those two characters is they sort of



(Far left) Capt. Kirk (Christopher Pine) and Star Trek director J.J. Abrams. (Above) The U.S.S. Enterprise struggles to stay together. (Below) Lt. Uhura (Zoe Saldana) and Mr. Spock (Zachary Quinto) share a moment. (Right) Benedict Cumberbatch as Captain Kirk's mysterious nemesis.

complete each other. So I have to say, I really do feel like a little bit of each of them.

CC: You've got an extraordinary villain in Into Darkness, and a tremendous performance from Benedict Cumberbatch. It's often said that a hero is only as good as the villain he faces. What's the key to a great villain?

JJA: First of all, Benedict Cumberbatch. That

doesn't hurt. (Laughs) But you also want to have a character who is relatable.

It's the most unexpected thing from a villain. Anyone can do intense or intimidating or scary or malevolent. But to do relatable is the real challenge.

What we were able to do with Benedict was create a character who was familiar to those who know the character he's playing, but also give him sides you would not expect or anticipate. The beauty of

having Benedict is he's such a nuanced, brilliant guy that he allowed us to find moments of detail and emotion and vulnerability that change his character from being merely a villain into a fully realized human being.

CC: We've got Tribbles in Into Darkness. Everyone wants to know if the Tribbles will be back for Star Trek 3, and if you'll be back too.

JJA: (Laughs) I would say that it's unknown yet about the Tribbles, but it would be fun to have some trouble with them, and in terms of myself, I will hopefully be on board for a third Star Trek film. I would be back as a producer, but not as a director.

CC: Last summer, George Lucas and Steven Spielberg made headlines by declaring the



"imminent implosion" of the movie industry. What are your thoughts on that? How much will moviegoing as we know it change in the years to come?

JJA: George Lucas and Steven Spielberg are two very smart gentlemen, and I'm sure that they have very cogent and well-thought-out arguments on the subject. I would argue that movies, which continue to cost more and more, will need to check their costs, and I say that as someone who's producing a \$5 million movie right now and someone who's been a part of movies that cost \$200 million to make. I know how much things cost. The distribution and making of movies needs to work better than it does.

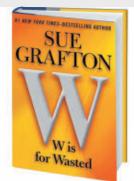
While there may be special-event movies and ticket-price increases and things like that, the key thing to me is the community of it—the actual physical community aspect of going to the movies and sitting together in the dark and having a story told to you, the campfire element. We need that. I hope that despite the ubiquity and high quality of home entertainment systems, seeing a film in a nice theater with an audience is an experience unparalleled. It's something I hope will be around for a long, long time.

CC: You are well known for keeping secrets about the projects with which you're involved, but we need at least one true thing about your upcoming Star Wars film.

JJA: (Long pause, followed by laughter) I would say that it is true that Han shot first.

J. Rentilly is a Los Angeles-based writer.

For everyone from historians to mystery lovers—the best books for fall



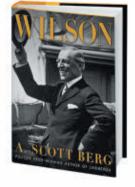
Of the #1 New York Times best-selling Kinsey Millhone series, NPR said, "Makes me wish there were more than 26 letters." Now Sue Grafton gives us W, the letter that is for wander, worthless, wronged—and, most important, wasted.

A Marian Wood Book | hardcover | fiction | on sale September 10 | item #792965

The new Fargo novel from the #1 New York Times
best-selling grand master of adventure.
Husband-and-wife team Sam and Remi Fargo are in
Mexico when they discover a Mayan book with secrets
so powerful that some people would do anything
to possess them—even kill.

Putnam | hardcover | fiction | on sale September 3 | item #792954



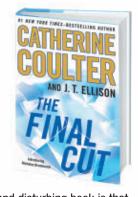


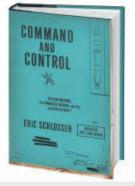
From Pulitzer Prize—winning, #1 *New York Times* best-selling author A. Scott Berg comes the definitive—and revelatory—biography of one of the great American figures of modern times. "Readable, authoritative and, most usefully, inspiring."—*Kirkus Reviews*

Putnam | hardcover | nonfiction | on sale September 10 | item #795074

From #1 New York Times best-selling author Catherine Coulter, the first book in the new international thriller series, introducing a sexy hero: American-born, UK-raised Nicholas Drummond. "Coulter just keeps getting better and better!"—Suspense Magazine

Putnam | hardcover | fiction | on sale September 17 | item #795071





"The lesson of this powerful and disturbing book is that the world's nuclear arsenals are not as safe as they should be. We should take no comfort in our skill and good fortune in preventing a nuclear catastrophe, but urgently extend our maximum effort to assure that a nuclear weapon does not go off by accident, mistake, or miscalculation."—Lee H. Hamilton

former U.S. Representative; Co-Chair, Blue Ribbon Commission on America's Nuclear Future; Director, Center on Congress at Indiana University

The Penguin Press | hardcover | nonfiction | on sale September 17 | item #795070



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SONGS WILLOW FROST

Ballantine Books | hardcover fiction | on sale September 10 Item #795097

Longing for family

From the best-selling author of *Hotel on the Corner of Bitter and Sweet* comes a new novel of love, hope, family and forgiveness. William Eng has been an orphan for five years. But he's given hope when he sees an actress named Willow

Frost on the silver screen. Convinced she is his mother, William escapes the orphanage with dreams of the future. Unfortunately, the

actress's story is more complicated than any Hollywood fantasy.

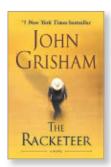
The past catches up with lack Reacher

Former military cop Jack Reacher returns to the headquarters of his old unit in order to meet the new commanding officer—



Delacorte Press | hardcover fiction | on sale September 3 Item #792964

Major Susan Turner. But when he arrives it's not Turner behind the desk. Now he must find her and clear his name, all while staying ahead of the authorities in *Never Go Back*.



Dell | paperback | fiction on sale August 27 | Item #795493

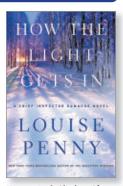
Everything has a price

The one person who knows who murdered a federal judge and his young girlfriend is languishing in prison in Maryland. But the prisoner's information won't come free, and the man known as the

Racketeer wasn't born yesterday. Don't miss John Grisham's latest, now in paperback.

It's a Shadowy Time for Chief Inspector Gamache

As forces line up against him, he's seeking a safe place for himself and his still-loyal colleagues—but is there anywhere left to turn? How the Light Gets In—the revelatory new novel from New York Times best-selling author Louise Penny.



Minotaur Books | hardcover | fiction on sale August 27 | Item #795096

Billy Crystal reflects on his past, present and future

By Steve Fisher

BILLY CRYSTAL HAS starred in movies (City Slickers, When Harry Met Sally) and on TV (Soap, Saturday Night Live), directed (61*, Mr. Saturday Night), hosted the Oscars nine times, been nominated for and won umpteen awards. He has starred in a one-man show on Broadway (700 Sundays), boasts as friends legendary performers and athletes. And he played professional baseball—for one day and one at-bat (he struck out)—with his beloved New York Yankees. His life would make an interesting movie. For now, it has led to a highly entertaining and poignant book.

Still Foolin' 'Em: Where I've Been, Where I'm Going, and Where the Hell Are My Keys? is Crystal reflecting on his life (he turned 65 this year) and regaling readers with stories about his laugh-out-loud exploits and some heartrending experiences along the way.

"I chose pretty much what I remembered," Crystal laughs, in a phone interview with The Connection from his home in Los Angeles. "These are some of the juicier things, some of the funnier stories, and I try to be

honest. My goal with the book was for it to sound like me."

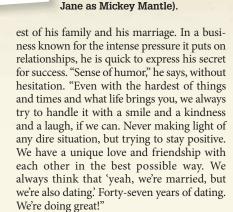
Crystal might be a superstar, but he maintains an accessibility that makes anyone feel he could be his or her friend.

"There's only one explanation, and it's that [my wife] Janice and I have such a grounded, wonderful relationship that there's no way she'd ever let me get full of myself," he says. "And if it ever did happen, all it takes is a look from her that goes, 'Really? Do you really want to do that?' I just think that we always, as a married couple, and as parents, and now grandparents, one of our great goals is to always be just who we are. No airs. I've never played any of that game."

But he also attributes who he is to his mother. He says, "My mom was a phenomenal person, a very regular person. Great sense of humor, very kind to everybody. I was brought up well, I had great friends, great schooling, and [was] brought up in a wonderful little town, and my values have never changed."

In fact, the Crystals are very committed to helping to rebuild that wonderful little town, Long Beach, New York, which was heavily damaged by Hurricane Sandy. "We're building parks and infrastructure and raising money for new programs for

> the kids," he says. Despite all his accomplishments, one gets the sense that Crystal is proud-



From top: A young Crystal works

on his pitch; Meg Ryan, Crystal

and director Rob Reiner during

directorial debut, 61* (left to

right: Crystal, Barry Pepper as

Roger Maris, Yogi Berra, Thomas

When Harry Met Sally; Crystal's

author spotlight

The comedian-actor-director-writer-husband-father-grandfather is happy with his life. "The only big regret I have is that I swung at strike three when I played for the Yankees," he says. "That's the only thing that does haunt me."

Crystal is not done yet: He is getting ready to take 700 Sundays ("It's all about loving and losing and the history of a particular family") back to Broadway and shoot a pilot for a new television series. "There are things I'd like to do more of," he says. "I'd like to direct more. I really loved doing that, like when I did 61* and Mr. Saturday Night. I love that job. I just want to keep working as long as I like it. If I don't like it anymore, I'll know, and I'll stop doing it."



The Costco Connection Still Foolin' Em: Where I've Been, Where I'm Going, and Where the Hell Are My Car Keys? is available at most

Costco locations.



The staggering cost of war

When Seattle investigator J.P. Beaumont takes time off work to get knee replacement surgery he doesn't get the break he expects. Instead of taking his mind off the job, the operation pulls him into one of the most perplexing mysteries of his life. The past collides with the present and could dictate the future in Second Watch, new from J.A. Jance.

William Morrow | hardcover | fiction on sale September 10 | Item #795072

The Century trilogy continues

Ken Follett's Fall of Giants was a critically acclaimed, international sensation. Now, Winter of the World picks up right where the first book left off. Five interrelated families—American, German, Russian, English and Welsh-each enter a time of enormous change beginning with the rise of the Third Reich, through WWII and the beginning of the long Cold War.

NAL | paperback | fiction | on sale August 27 | Item #795095

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DK | hardcover | fiction | available mid-September | Item #669468

and Lincoln's Last Days are gripping accounts of history, sure to captivate young readers. Each offers a spellbinding look at a president and the issues he faced as he made his way through his final hours, as well as the shocking

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A new generation will fall in love with Amelia Bedelia

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Greenwillow Books | hardcover | fiction | available August 27 | Item #735790



events that led to his

assassination.





Picking up the pieces

A daughter's search for her homeless father

By Hana Medina

AUTHOR AMY HATVANY woke with a start after dreaming she had found her late father emaciated and bedraggled under a tarp on Seattle's Alki Beach. "I had this feeling like I had been searching for him. I woke up with that emotional hangover where you

feel like it really happened," she tells The Connection. "It was very clear that this was a great idea for a story."

Even though she worked 50 hours a week at a job while also caring for her husband and three kids, it took her only two months to write the first draft of her fourth novel, Outside the Lines. "I didn't get a lot of sleep," she laughs.

Since writing her first story at age 7, Hatvany, now 40, has authored five published books and counting. But her often-celebrated knack for capturing emotion almost thwarted her career before it ever began. In college, her first

creative-writing professor left her believing that her writing was too emotional, and she nearly threw in the towel. She ultimately graduated with a sociology degree, and it wasn't until a friend encouraged her story idea that she began penning The Kind of Love That Saves You (Bantam, 2001).

"I did send that professor my first two [published] novels," laughs Hatvany, a Costco member. "But I didn't do it from a malicious place. I did it from a place of gratitude. There's a quote that says [something like], 'Pay attention to the first criticisms of your work. They're the only thing that's unique about what you do, and you need to cultivate it. And that was a really powerful statement for me."

Hatvany doesn't waste time tapping into emotions in Outside the Lines. She immediately jolts readers into a panic as her main character, Eden,

> receives a feared call from a Seattle morgue asking her to identify a body that could be her father.

> The story is told from the perspectives of both Eden and her artistic, mentally ill father, David, and Hatvany gives a first-person account of battling mental illness while demonstrating how quickly a person can fall to the outskirts of society. David's mental condition ultimately shatters his family and leaves Eden reeling for closure as an adolescent and into adulthood. It isn't until later in life that Eden begins the daunting journey of locating her

father, who is rumored to be bouncing between the streets and various mental institutions.

Outside the Lines depicts hope, love and the conflict of accepting family members for who they are and who they want (or need) each other to be.

Before the words poured from her fingertips, Hatvany took a few months to volunteer at a program for the homeless and to connect with others struggling with various mental-health issues to understand and sensitively capture these experiences.

Hatvany's background in sociology inspires many of her books, yet Outside the Lines holds a personal meaning for her. She says the book is a subconscious letter to her own father. "Writing this was a really cathartic process for me. My father wasn't mentally ill-he wasn't David in any sense of the word—but we had a contentious relationship. He had already passed when I had written the book ... but if he could read it, I think he would feel like, 'My daughter understands me.' "

While pieces of Hatvany's stories are drawn from her personal experiences, all of her books are focused on family conflict. She says the topic helps her achieve her ultimate goal as an author: to relate to her readers. "Family relations are the roots of what shapes us. Everyone has a family—it's a universal experience, and even if you don't have a father who is mentally ill ... we all know what it is to feel desperate, what it is to fear, or grieve, or be happy, or hopeful or let down. Emotions are what connect us. They cross boundaries, they cross continents, they cross all experiences and nationalities. The reason I write is to connect."



Amy Hatvany

Signed book giveaway



Tablet or smartphone?

Scan or click here to enter the giveaway in our digital newsstand and online editions. (See page 5.)

COSTCO HAS 50 SIGNED COPIES of Amy Hatvany's Outside the Lines to give away. To enter, go to Costco.com, search for "SepBookPick" and follow the instructions. Or print your name, address and daytime phone number on a postcard or letter and send it to: Amy Hatvany, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088.

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LATELY I'VE GIVEN some thought to the books I like and why. I realize that I'm drawn to family dramas. I didn't grow up in a troubled family, but most of us know-or can imaginewhat it's like to have family members who can range from quirky to downright challenging. One author who successfully pulls readers into the family situations she creates is Amy Hatvany, author of Outside the Lines, this month's Book Buyer's Pick.

After a failed suicide attempt, Eden's father leaves his family and communicates with his daughter only occasionally. When Eden decides to find him, her search leads her to wonder whether he wants to be found at all.

This novel expresses beautifully what anyone who belongs to a family knows: There is a freedom and strength in making peace with the past.

For more book picks, see page 46.





Book buyers' picks

Songs of Willow Frost, by Jamie Ford. I can't help but think that most of us saw someone on TV or in a movie and wished we could have that character as a parent. (In case you're curious, I very much wanted to be one of Shirley Partridge's "chicks.") Ford takes that idea and weaves it into a beautiful story of an orphaned boy searching for his mother. After seeing Willow Frost in a movie, 12-year-old William Eng leaves his orphanage to prove the film star is his mother. Roaming the streets of Depression-era Seattle, William learns surprising facts about his past and his connection to the actress.

—Beth Alley, inventory control specialist, books

Second Watch, by J.A. Jance. As a Pacific Northwest native, I'm a sucker for novels set in this area. One of my favorite series is Jance's J. P. Beaumont series. In this, the 21st book about the Seattle investigator, knee surgery has him off his feet and dreaming of people he knew and things he did decades ago. While he's looking into those long-forgotten memories, murders begin to happen. It's all the proof J.P. needs to know his thoughts haven't been just drug-induced hallucinations.

Lindsay Bubitz, assistant buyer, books

NONFICTION

The Chew: What's For Dinner?, from the hosts of The Chew. If I'm in the kitchen, chances are I'm baking or decorating cupcakes. Every now and then I toy with the idea of expanding my culinary skills, but it's a fleeting thought. If any book can get me to pack away my cupcake tins, however briefly, it's this one, with 100 recipes for every night of the week, contributed by each of the show's hosts from their areas of expertise. Designed to match the rhythm of daily life, the recipes help with everything from making the most of leftovers and creating healthy versions of traditional dishes to using up leftovers for midweek meals and wowing friends on the weekends.

—Shana Lind-Stowers, assistant buyer, books



Michael Symon's 5 in 5, by Michael Symon. As a new mother, my life has become all about finding shortcuts for everything but spending time with my little one. Food preparation is no exception. Symon has a simple formula to help home cooks pull together fresh meals that require a maximum of five fresh ingredients and cook in five minutes. Symon teaches readers how to set up their pantries with the essentials and then shares 120 recipes for a variety of mains, sandwiches, skillet dinners and more for all busy families.

-Jonna Erickson-Outlaw, assistant buyer, books

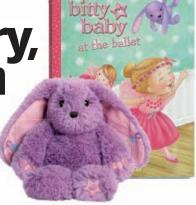
Small story, big lesson

NEARLY 20 YEARS ago, American Girl introduced a baby doll, Bitty Baby, with the intent of fostering nurturing play among girls age 3 years and older. Sure, Bitty Baby has outfits and accessories, but she's always lacked the story-rich books of the bigger dolls.

"We're really known for the stories, especially with the line for older girls," explains Stephanie Spanos, a spokesperson for American Girl. "Story is considered the heart of what we do. We wanted to do that for younger girls as well."

So, the company turned to children's author Kirby Larson to write a series of meaningful picture books that address kindness, curiosity, bravery and more.

"[American Girl has] been a lot of fun to work with, and it's been fun to get in touch with that 4-year-old voice inside, which evidently is still there," says Costco member Larson, the author behind books such as *The* Friendship Doll, Nubs, Two Bobbies and the



2007 Newbery Honor Book Hattie Big Sky.

Once chosen for the project, Larson says, she got in Bitty Baby mode and wrote seven of the eight titles in the series in one year.

"It was interesting to think about what would worry little kids," says Larson about the scary noises and recital jitters faced by her very young heroines. "I think sometimes

adults dismiss books for younger readers because they aren't dealing with earth-shattering issues like surviving in the wilderness. But these are issues that are really important to a child."

Each book includes a fantasy story within the story where Bitty Baby solves the problem her human best friend is facing. Each book features illustrations by Sue Cornelison, and each has two "For Parents" pages, written by child psychologist Laurie Zelinger. These pages provide information designed to help parents discuss matters such as anxiety, travel, play and more.

"These books give [children] a safe place to puzzle things out," Larson tells The Connection. "That was one of the most challenging parts of the writing: making sure I wasn't bringing too much adult sensibility to it.

"If we set out to teach a lesson, it would fall flat," she adds. "But if you just focus on telling the best story you can, you are going to connect with someone's heart."

–Stephanie E. Ponder

The Costco Connection

Bitty Baby the Brave with mini elephant, Bitty Baby at the Ballet with mini bunny and Bitty Baby Loves the Snow with mini bear are available in most Costco warehouses.











By Hope Katz Gibbs

HANG ON TO your hat, cowboy. One listen to and read through of Sandra Boynton's illustrated country music songbook/CD combo, *Frog Trouble*, and you'll be humming your way through the day.

Created for ages 1 to "older than dirt," *Frog Trouble* is Boynton's fifth foray into merging music, words and art. As with the other CDs she's created with keyboard player Michael Ford, it's likely to become a certified gold record—winning *New York Times* best-seller.

Although you might not know her by name, there's a good chance you'll recognize Boynton's signature style and the charming stories and characters—including huggable-looking hippos, cows and elephants—that we've come to expect from this successful artist and author, who has written more than 50 children's books since the 1970s.

Discussing her first foray into the country music scene, Boynton says *Frog Trouble* gave her the opportunity to craft 12 songs that are as wholesome for tykes as they are true for slightly cynical, lovelorn grownups. "Making a record is pretty much the most fun a person can have," she allows. "Although drawing confused hippos is way up there, too."

If you fancy country music, the ditties on the CD won't let you down. It is packed with bluegrass, rockabilly and honky-tonk performances by some of the music industry's biggest stars, including Dwight Yoakam singing "I've Got a Dog," Brad Paisley crooning "Copycat" and Ryan Adams trumpeting "When Pigs Fly."

Perhaps best of all is the lonesome-cowboy title track, "Frog Trouble," by moody rocker Mark Lanegan of Queens of the Stone Age.

Packed with musical star power—including additional artists such as Ben Folds,



Tablet or smartphone?Scan or click here for a video about the making of the *Frog Trouble* CD. (See page 5.)

Alison Krauss and Darius Rucker—this 64-pager is filled with wit and wisdom as well as lyrics and sheet music so readers can sing and play along.

How did the Orange, New Jersey, native make her way to the recording studios of Nashville?

"If you love recording, sooner or later you're going to find yourself in Nashville," Boynton believes. Of course, taking a traditional route through life has never been her style. She went to the University of California, Berkeley for a year, then dropped

out, transferred to the Yale School of Drama for a year and a half, and dropped out again. That's when the art bug bit her.

"The summer after my junior year [1973], I couldn't face the prospect of waitressing *again*," Boynton explains, so she began designing Christmas and greeting cards. They took off—and so did her love life when she began dating Jamie McEwan, winner of a 1972 Olympic bronze medal for canoeing.

The Costco Connection

Frog Trouble and Eleven Other Pretty Serious Songs is available at most Costco locations.

Illustrator and children's author Sandra Boynton returns with another book/CD combo, *Frog Trouble*.

"He was a tall, swarthy and cheerfully subversive Yalie," says Boynton, who married him and moved to a farm in the Berkshire foothills. "Then we collaborated on four perfect children and two quirky books."

Dozens of books by Boynton followed. Then, in 1996, she wanted to get into the music business and connected with Ford.

"Mike and I are a very lean team," Boynton tells *The Costco Connection* from her home office in Connecticut. "I write all the lyrics and most of the melody, and from there we create each song together in our small New England music production studio."

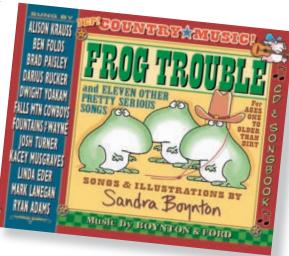
Was it tough to round up such stellar singers as Yoakam, Adams and Lanegan for *Frog Trouble*?

"It was!" Boynton admits, insisting it took foolish optimism on her part. "The good news is they all really loved the songs, so that helped."

To seal the deal, Boynton sent each musical star a gift of a stuffed animal (Mr. Chicken, to be precise). "Surely there's nothing so persuasive as receiving an unexplained stuffed chicken," she notes.

What are Boynton's plans for the future? "I'm thinking of tackling an enormous pile of laundry—and buying the Christmas gifts I meant to get for the kids last year," she says.

Hope Katz Gibbs is a freelance writer in Arlington, Virginia.



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The health benefits of magnesium

By Lauren Arcuri Ware

MAGNESIUM PLAYS A vital role in more than 300 enzymes in the human body, according to the Academy of Nutrition and Dietetics. These enzymes help regulate the production of energy, make proteins, and contract and release muscles. Magnesium also is responsible for maintaining bone and heart health, and it helps manage our blood sugar.

Although physicians have known of magnesium's role in maintaining heart and bone health for a long time, they've only recently begun to appreciate that magnesium is critical for the nervous system, too. "The risk of memory loss, Alzheimer's, Parkinson's, and other neurodegenerative disorders skyrockets when we're magnesium deficient," says Costco member Nora Gedgaudas, a board-certified nutritional consultant based in Portland, Oregon.

Magnesium is essential to maintain the health of our parasympathetic nervous system, the part that relaxes us and keeps us calm. So anyone who suffers from migraines, seizures, anxiety, depression or chronic stress can likely benefit from magnesium supplementation.

With so many important functions in the body, it's clear that we need to get enough magnesium. The U.S. Recommended Dietary Allowance (RDA) for magnesium is 300 to 400 milligrams, but that's just a starting point, says Gedgaudas. Green leafy vegetables, nuts, beans and whole grains are a good source of this important mineral, but because soils used to grow crops are quite depleted of magne-

sium, it can be hard to get optimal amounts from food alone. "Magnesium supplementation is more important in patient therapy than most physicians realize," says Costco member Michael Schachter, M.D., director of the Schachter Center for Complementary Medicine in Suffern, New York.

MAGNESIL

How do you know if you're deficient in magnesium? Symptoms may include muscle twitches, cramps, tension and soreness. Constipation, difficulty swallowing, menstrual cramps and noise sensitivity can also mean you're lacking magnesium. In the central nervous system, symptoms can include numbness, tingling, insomnia, anxiety and heightened PMS symptoms. The cardiovascular system can also be affected: Arrhythmias, heart palpitations and high blood pressure can result.

Blood tests are not the best way to determine magnesium levels in the body, says Schachter. The reason is that only 1 percent of

The Costco Connection

Costco warehouses and Costco.com carry magnesium supplements. Warehouses also carry magnesium-rich foods, such as leafy greens, nuts and whole grains. magnesium is found in blood—with the rest in bone, body tissue and organs—but the body works very hard to keep blood levels of magnesium constant.

The best determination is paying attention to magnesium deficiency symptoms indicating the need for, and a subsequent improvement from, a therapeutic trial of supplementing magnesium.

If you've decided to take a supplement, you'll want to check with your doctor Schachter suggests starting at the RDA and working your way up until your symptoms are improved or resolved. And although it's not a "magic pill," says Gedgaudas, "it's one very key part of the health equation that can't be ignored."

Lauren Arcuri Ware is a Vermont-based writer covering medicine, science and food.

The scoop on magnesium supplements

SUPPLEMENTING MAGNESIUM can be a good choice for many people, since it's difficult to get enough from food sources alone. Make sure you also take in enough vitamin D and K_2 , key to making use of magnesium. These are some of the most common and most effective types of magnesium supplements available.

Magnesium citrate. Good for increasing internal magnesium levels; well absorbed. Can be somewhat laxative.

Magnesium sulfate. Found in Epsom salts, this can be an inexpensive, effective way to absorb your daily dose of magnesium. "Take a hot bath with a cup or two of Epsom salts before bed," Gedgaudas advises. The magnesium in Epsom salts is readily absorbed through the skin, bypassing any potential digestive issues.

Magnesium glycinate. Great allaround supplemental form. The magnesium

molecule is transformed to a small protein called glycine, making it more absorbable.

Magnesium oxide. Very common in supplements, but can have a laxative effect, and is not absorbed well.

Magnesium L-threonate. Excellent for any type of neurological or cognitive symptoms. This form can enter the brain most easily, says Gedgaudas.—*LAW*





- 1 cup sugar
- 1 cup brown sugar
- 1 3/4 cups flour
- 34 cup Rodelle Gourmet Baking Cocoa
- 1 ½ tsp baking soda (¾ tsp at high altitude)
- 1 1/2 tsp baking powder (3/4 tsp at high altitude)
- 1/2 tsp salt
- 2 eggs 1 cup milk
- ½ cup vegetable oil
- 2 Kirkland Signature Rodelle Vanilla Beans, scraped
- 1 cup boiling water or hot coffee
- Variety of festive sprinkles and candy
- 1. Preheat oven to 350° F.
- 2. Combine dry ingredients in a mixing bowl.
- 3. Add eggs, milk, oil and scrapings from the Kirkland Signature Rodelle Vanilla Beans. Mix until well combined and smooth.
- 4. Add boiling water; stir until well combined (mixture will be runny).
- 5. Line cupcake tins with liners and fill ½ to ¾ of the way.
- 6. Bake for 18 to 25 minutes or until the center of the cupcakes springs back when lightly touched.

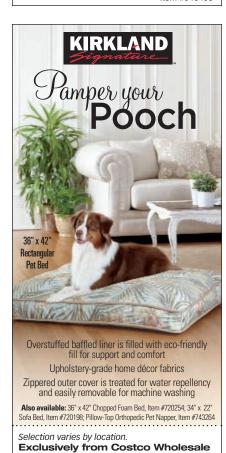
7. Pipe or spread buttercream frosting onto cupcakes after they have cooled. Top with a variety of festive sprinkles and candies.

Visit the Rodelle website for the Vanilla Bean Buttercream Recipe

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SICKLE CELL DISEASE (SCD) is a group of inherited red blood cell disorders. An estimated 100,000 Americans have the disease, and about 1,000 children with SCD are born in the U.S. each year. The disease most commonly affects African-Americans.

In someone who has SCD, the red blood cells responsible for delivering oxygen to the body become hard and sticky, and look like a sickle, that C-shaped farm tool. When sickle cells travel through small blood vessels, the cell shape causes them to get stuck and clog the blood flow, resulting in pain and other serious problems such as infection, acute chest syndrome (a lung-related SCD complication) and stroke.

Normal red blood cells live about 120 days in the bloodstream; abnormal sickle cells usually die in 10 to 20 days, which causes a constant shortage of red blood cells in those with the disease.

Symptoms

People with SCD usually begin having symptoms in early childhood. Children may be anemic (having a low number of red blood cells) or experience episodes of recurrent pain and common infections that can lead to severe illness and death. Anemia can cause shortness of breath, fatigue and delayed growth and development in children.

Diagnosis

SCD is diagnosed with a simple blood test. Babies get tested for sickle cell at birth, and prenatal testing is used to diagnosis SCD as early as the 11th week of pregnancy.

Treatment

Relieving pain symptoms and preventing infections and other complications is the focus of SCD treatment. Blood transfusions that provide a patient with healthy red blood cells are a common treatment. People with more severe cases of the disease can be treated with a bone marrow transplant.

For more information, visit www. sicklecellsociety.org.—David Wight

FITNESS FOR LIFE



MEDIA BAKERY

By David Maricich

COMMUNITY-BASED health classes, wellness events and support groups have been around for years. But many people are still unaware of the valuable healthcare information and lifesaving screenings these community events offer—at minimal or no cost.

Ranging from childbirth classes to cancer support groups to fitness for seniors, these programs are offered by hospitals, medical groups, nonprofits and other organizations.

"Many patients find comfort and improved quality of life after participating in a health class or support group," says Costco member Charles Nguyen, a psychiatrist who moderates a weight-loss support group at Lorphen Medical in Anaheim, California. He points out that people who have the same medical condition can benefit greatly from shared information. "There's a tremendous advantage in learning from the experience of others."

In addition to professionally led support groups, some organizations also offer valuable health education online. The American Lung Association (ALA), for example, offers an online version of its Freedom from Smoking program at www.ffsonline.org. It's an adaptation of the ALA's group clinic that has helped thousands of smokers kick the habit. And the American Cancer Society helped develop the WhatNext website, at www.whatnext.com, connecting cancer patients with others traveling a similar path.

But for many people, there's nothing like being in a room with others, learning from experts and sharing with those who face the same challenges. Community healthcare education was first widely offered in the 1970s. Before long, researchers began conducting studies on the effectiveness of these educational offerings. The popularity of



David Maricich

classes and support groups grew after an influential 1989 study suggested that breast cancer patients who participated in support groups lived longer.

Today it's a well-recognized fact that health education can make a huge difference in the quality and length of a person's life. Participants in diabetes support groups, for example, learn from medical experts and each other about how they can

avoid diabetes-related complications such as kidney failure and stroke.

In addition to helping patients manage their condition better, community health education helps participants:

- Reduce anxiety
- Lower risk of depression
- Feel stronger
- Form bonds with others
- Postpone or prevent certain conditions However, not all support groups are cre-

nowever, not all support groups are created equal. "They can vary in quality, based on the goals of the group," says Nguyen. "Occasionally, people may not respect boundaries or keep the tone supportive. A group leader who is skilled in managing difficult situations is key."

New online tools have made it easier for consumers to find nearby health classes, talks, events and support groups presented by professionals. Other excellent sources for health class and support group listings can be found on many hospital or medical group websites.

"I didn't even know these classes existed until I searched online," says Costco member Ann Melkonian of Laguna Niguel, California. "I wanted to cook healthier meals for my family and found a class on healthy eating offered by a local hospital."

Costco member David Maricich is a healthcare communicator and CEO of HealthyClass.com.



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When disaster hits

Preparedness is key to survival

By Erik J. Martin

CONSIDERING THE INCREASED threats and hazards we face today-from severe storms to nuclear emergencies to terrorist attacks—and with September being National Preparedness Month and the upcoming 12th anniversary of 9/11, there's no better time to learn what's required to endure a catastrophic event.

"Every community has different risks," says Nancy Ward, regional administrator for the Federal Emergency Management Agency (FEMA). "If your area is not disaster-prone, that doesn't mean other emergencies may not arise. Disasters come in all different forms, shapes and sizes, such as a house fire, pandemic flu or chemical spill."

Ward says emergency responses from FEMA and the government can be successful only when the whole community, including the private sector and nonprofits, is part of the team. "That's why individual preparedness steps taken by each citizen are so important," she says.

Ready for the worst

Geeta Robles was certainly prepared last May when an EF5 tornado ripped through her hometown of Moore, Oklahoma. Her home emergency system alerted her five minutes before community tornado sirens blared, and she took refuge in her underground shelter with appropriate supplies. Robles' home was spared, but her father, just five miles away, was among the 24 fatalities.

Sally Strackbein, a Costco member in Oak Hill,

The Costco Connection

Costco and Costco.com carry just about every item needed to create survival and first-aid kits, as well as offering premade kits with first-aid items and multiple days' worth of food and drinking water. Members can also find generators, water filters, fuel, ReadyFuel and much more.

on keeping pets safe in an emergency.

SEE PAGE 57 for tips

Virginia, was trapped alone inside her home for 10 days by 35 inches of snow during "Snowmaggedon" in February 2010. She survived with a woodburning stove and ample firewood plus a month's worth of non-perishable food and bottled water.

"The Y2K scare 13 years ago prompted me and my husband to increase our level of preparedness," says Strackbein.

Planning properly

Aton Edwards, executive director of the International Preparedness Network in New York City, says it's crucial to maintain a high state of readiness at all times and develop a preparedness plan.

"Always maintain an emergency supply of water and food, pack a bag with all that you need to survive outside your home for at least one week and have emergency money available, as ATMs may not be operational," says Edwards. "Additionally, have an evacuation route planned out, with three alternative escape routes prepared in case your first choice fails."

An effective preparedness plan should address all 14 human needs: food, water, shelter, light, heating/cooling, air, sleep, hygiene, medicine, communications, electrical power, financial security, transportation and protection, says Arthur Bradley, the Yorktown, Virginia-based author of Handbook to Practical Disaster Preparedness for the Family (Skyhorse Publishing, 2011; not available at Costco).

"There are five cornerstones to preparing," says Bradley, a Costco member. "Stock extra consumables; collect tools and supplies; develop useful knowledge and skills, e.g., first aid and home repair; buy insurance and establish an emergency fund; and establish a support group among neighbors, friends and family."

Taking steps now, adds Ward, "can make a huge difference in how well your family survives a disaster."

Erik J. Martin is a Chicago-area freelance writer.

Survival checklist

TO SAFEGUARD YOU and your loved ones. FEMA recommends the following steps. Visit www.ready.gov for more information

Be informed.

Stay current about emergencies that historically occur in your community.

2. Make a plan.

Designate meeting places where your family can rendezvous after an emergency. Identify an out-ofarea contact who will serve as the go-to person with whom all family members can connect.

3. Be involved.

Participate in readiness drills and response-team organizations in your community.

4. Build kits.

Build kits in easy-to-carry bags or rolling suitcases: one for home, one for your car and one for your workplace. FEMA recommends changing stored food and water every six months and checking to make sure flashlights and any other survival items in a kit are functional. Each kit should include:

- ✓ One gallon of water per person per day (three days minimum)
- ✓ Canned, packaged or freeze-dried food (three days minimum supply) plus manual can opener
- ✓ Battery-powered or hand-crank NOAA weather radio
- ✓ Flashlight with extra batteries
- ✓ First-aid kit
- ✓ Signal whistle
- ✓ Dust mask, plastic sheeting and duct tape for sheltering in place
- ✓ Moist towelettes, garbage bags and plastic ties for personal sanitation
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mean that pets are left behind or don't have everything they need ... if you evacuate."

prepared can

-Cheryl L. Eia

SEE PAGE 55 for more tips on emergency preparedness.

By Chrystle Fiedler

HURRICANE KATRINA WAS eight years ago, but it's difficult for us to forget the pets that were left behind or died during the devastation. Whether it's a natural disaster such as a hurricane, flood, fire, blizzard or tornado, or a power outage, hazardous waste spill or gas leak, when it comes to your pets, you need to be prepared. "Unexpected events can affect you and your furry family," says Karen Becker, owner of the Natural Pet Animal Hospital outside Chicago, and one of Chicago's Top Ten Vets, according to Chicago magazine. "It is your responsibility as a pet owner to prepare for any emergency."

If you don't take the time to get ready, it can have serious consequences. "Statistics show that most pet owners are not prepared. It's one of those things that tends to get put off," says Cheryl L. Eia, the coordinator of emergency preparedness and response for the American Veterinary Medical Association (AVMA). "Not being prepared can mean that pets are left behind or don't have everything they need, like medications and food if you evacuate."

The Costco Connection

Costco members will find many items for an emergency pet-care kit (as well as items for daily use), including food, water, treats and beds, in the warehouse and on Costco.com. Many pet medications can be obtained at Costco pharmacies.

Leaving your home without your pets during a disaster or emergency is a mistake. Often, pet owners think they'll be gone for a short time, only to find out they can't return for days or weeks. "The key thing is to take your pets with you," says Becker. "Don't ever leave them behind. You may think that you'll only be gone for a few hours, but things can change very quickly."

Instead of waiting until disaster strikes, create an emergency plan for your pets as an essential part of your overall disaster plan. Preparing ahead of time—having a plan in place and practicing that plan—is the best way to minimize evacuation time and keep you and your pets safe and out of danger. "For so many people, pets are part of the family," says Eia. "Having a plan in place will give you peace of mind."

How to get ready

Assess your risk. Whether you live in a place prone to earthquakes or floods, you need to plan accordingly, says Eia. Designate safe places for you and your pets such as bathrooms and basements that are free of windows and potential flying debris and safe from flooding.

Prepare a disaster plan

Ask your vet for tips. Assemble an animal evacuation kit (see next page) and develop an evacuation plan. Practice the plan. Keep emergency cash on hand. Visit the Federal Emergency Management Agency's website

at www.ready.gov for more help in preparing for a disaster.

Identify your pets

Make sure that each pet is microchipped and has a collar, leash and proper identification. Put a piece of masking tape on the back of the collar with your evacuation site info, and put this info on all pet carriers too.

An efficient new tool that puts all the information about your pet in one place is the PC Pet ID, a handy computer flash drive available from online retailers that saves important information about your pet, says Becker. You can download photos of you and your pet, along with contact info for you and your veterinarian, and your pet's medical information, including microchip number, vaccination records, medical history with test results, any conditions and medication your pet needs, with drug name, dosage and frequency of dosage, and dietary needs, directly onto the PC Pet ID. It should be stored in the evacuation kit.

Have proof of ownership

To protect against the chance you become separated from your pet, make copies of registration information, adoption papers, proof of purchase and microchip info. List each pet, along with its species, breed, age, sex, color and distinguishing characteristics, says Eia. Put copies in your evacuation kit and inside each pet carrier.

CONTINUED ON PAGE 58

WHEN PETS ARE IN PERIL

CONTINUED FROM PAGE 57

Arrange a safe place outside home

If your local Red Cross shelter does not take pets, it's extremely important to determine other safe places for them to stay. Contact your veterinarian for a list of preferred boarding kennels and facilities. Ask your local animal shelter if it provides emergency shelter or foster care for pets. Identify hotels or motels outside your immediate area that are pet friendly. Ask friends and relatives outside your immediate area if they would be willing to take in your pet.

If you may be away from home and you can't get back, plan ahead

Put rescue stickers on front and back doors to let people know how many pets are inside your home, plus the name and phone number of your veterinarian. You can get a free emergency pet alert sticker by visiting www.aspca.org.

For more information, download the "Saving the Whole Family" brochure from the AVMA by visiting www.avma.org (search "saving the whole family").

New York freelancer Chrystle Fiedler covers health subjects for many publications.

Essential items for your pet survival kit

BUY THESE ITEMS, put them in a waterproof, easy-to-carry kit and label it. Make sure everyone knows where it is. Here's what you need to pack:

- Pet first-aid kit and guidebook (ask your vet what to include, or visit the ASPCA Store, at www.aspcaonlinestore. com, to buy one online)
- Three to seven days' worth of canned (pop-top) or dry food (be sure to rotate every two months)
- Disposable litter trays (aluminum roasting pans are perfect) and litter or paper toweling
- Liquid dish soap and disinfectant
- Disposable garbage bags for cleanup
- Pet feeding dishes
- Extra collar or harness as well as an extra leash
- Photocopies of medical records and a waterproof container with a twoweek supply of any medicine your pet requires (remember, food and medications need to be rotated out of your emergency kit—otherwise they

may go bad or become useless)

- Blanket (for scooping up a fearful pet)
- Bottled water, at least seven days' worth for each person and pet (store in a cool, dry place and replace every two months)
- A traveling bag, crate
- or sturdy carrier, ideally one for each pet
- Flashlight
- Recent photos of your pets (in case you are separated and need to make "Lost" posters)
- Blanket or pet bed
- Especially for cats: pillowcase or Evacsak (www.evacsak.net), toys
- Especially for dogs: extra leash, toys and chew toys, a week's worth of cage liner

For more information, visit www. aspca.org and search "disaster preparedness."-CF



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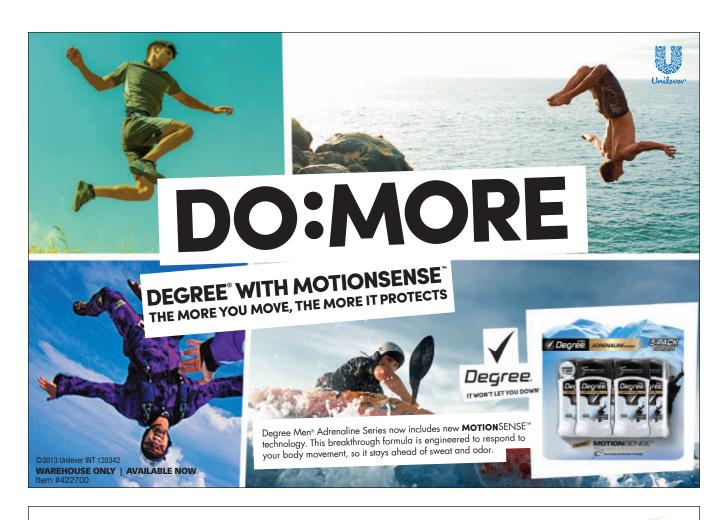
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out of the mouths Of DUIDS...

Fall is the time to plant spring-blooming bulbs

By Debra Prinzing

WHEN IT COMES to growing bulbs, it's true that good things come in small packages. Dense and compact, bulbs such as tulips and daffodils have a distinct, onionskin-like outer layer, a pointed tip and a flat bottom with short, hairy roots. Inside is all the nourishment they need to endure winter nestled in your garden soil until spring, when they produce beautiful blooms.

"You might think of bulbs as old-fashioned, but they play a major role in bringing color and excitement to the garden," says Dave Strabo, president of Longfield Gardens, which supplies Costco's packaged bulb varieties.

In most parts of the country, fall is the best time of the year to add new plants, including trees, shrubs and perennials, to the landscape. It's also the ideal time to plant spring-blooming bulbs.

Riz Reyes, an award-winning Seattle landscape designer and owner of RHR Horticulture, considers bulbs a perfect way to enhance your outdoor living spaces. "A simple drift of bulbs expresses the message that spring is here," he says.

Choose the largest, healthiest bulbs you can find to ensure vigorous growth and robust blooms. Select a location that's sunny or partly sunny. Some gardeners designate large areas

for their spring bulb displays, mixing and matching colors of tulips or daffodils for a tapestry effect. Bulbs also pair nicely with early spring annuals, such as coolseason pansies or primroses. If you can't devote a lot of space, don't worry, says Reyes: "I just plant my bulbs wherever I have room in the garden. You can never have too many—in fact, I grow extras for cut flowers."

Kelly Norris, horticulture manager at the Greater Des Moines (Iowa)
Botanical Garden, likes to randomly space bulbs in and among prairie grasses and sedges to create a natural-looking meadow "that 'rhymes' with the rest of the landscape."

Planting areas should have loose, rich, well-drained soil (bulbs can rot if the soil is soggy or drains poorly). Gardens with rocky soil or heavy clay benefit from amendments such as organic compost. If your soil is compacted, or if you have a patio with limited planting space, consider growing bulbs in window boxes or containers—you'll love their bold impact.

Dig individual holes or prepare larger areas to accommodate a swath of bulbs. Arrange bulbs in a circular or random pattern, a few inches apart. Depending on the variety, bulbs are typically planted at a depth three times their height (e.g., a 1-inch grape hyacinth bulb is planted 3 inches deep), then covered with soil.

Using granular bulb food is optional, especially the first year. Some gardeners treat their bulbs as annuals, planting new varieties each fall. If you want your bulbs to rebloom in future years, fertilizer is necessary. In most regions, winter precipitation should keep planted bulbs adequately moist. Where the soil is dry or if there is drought, water the bulbs occasion-

Spring-flowering bulbs are practically foolproof, say the experts. "Fall is a great opportunity to find large quantities of bulbs for a good price," Reyes says. "Choose your favorite colors and you won't be disappointed with the results."

ally until spring.

Costco member Debra Prinzing, www.debra prinzing.com, is a Seattle-based outdoor-living expert and author.

SEPTEMBER 2013 The Costco Connection

The Costco Connection

In addition to spring-blooming bulbs, Costco and Costco.com offer plants and shrubs, flowers and cut flowers, and a variety of lawn- and garden-care equipment.

PHOTOS: LONGFIELD GARDENS





By Rachel Stafler

WITH THE COOLER weather of fall comes a need to slowly change your wardrobe from flimsy dresses or shorts to more practical sweaters and pants. But, just because you need to stay warm doesn't mean you need to give up looking cool.

"Paying attention to your wardrobe in the fall and embracing the changes in the weather is a great way to get set up for the coming colder months," says Corinne Phipps, Costco member and founder of Urban Darling, a San Francisco–area wardrobe stylist.

Although fall is traditionally a time for updating clothing, there's no need to go out and buy a whole new wardrobe. By focusing on a few key pieces you can often transform your entire look.

Cover up

One key area of clothing that often gets ignored is outerwear. Too often you might throw on a coat that's hanging in your closet without giving it a second thought, or perhaps even a good washing.

"I think many people make the mistake of purchasing a plain, neutral coat that they think will go with everything in their closet," says stylist Darcy Camden, founder of Styled. Seattle. "But, in reality, your coat doesn't need to match your clothes. I always encourage my clients to get a colored coat or something with special details, like a belted waist or a dramatic collar. You'll be wearing it often, and half the people you encounter in your day will only see you in a coat, so it's worthwhile to spend time shopping for one that you truly like."

In the same vein, blazers are a great addition to any closet, particularly in the fall, when they add a layer of warmth as well as sharpen up an outfit. Throw on a bright blazer over a

The Costco Connection

Costco warehouses and Costco.com carry a variety of tops, tees, cardigans, jeans, pants, scarves, boots and coats for women, men and children.

sheath dress for work or a night out, or pair it with jeans and a T-shirt to instantly give your look a little warmth without bulk.

Scarves are another great way to keep warm while adding a pop of color to an otherwise low-key outfit or jacket.

"The right trend pieces can make everything in your closet feel new and updated," says Camden. "Don't worry about buying a scarf that goes with your clothing. Instead, pick a beautiful piece of fabric that you like, and you will end up wearing it more than if you try to match something to your existing wardrobe."

Best foot forward

Sandals are usually the first thing sent to the back of the closet when fall blows in, and for good reason. A pair of comfortable shoes or boots can keep your feet and legs warm while adding a dose of glamour to your outfit. Regular repairs and cleaning can help you extend the life span of your shoes, making them usable—and looking like new—for more than one season.

"Shoes always complete your look; they're like the punctuation on a sentence," says Camden. "Changing your shoes from season

to season is the best way to transition. You could essentially wear the same dress in the summertime with a sandal, in the fall with a closed-toe bootie and in the winter with tights and a tall boot, and it would look appropriately different each time."

Brighten up

Often there is a trend in the fall and winter to resort to grays, browns and other muted tones. But this year color is everywhere, especially emerald green, royal blue and purple.

"A bit of color brightens up any outfit and can keep it professional at the same time," says Phipps. "I like to pair a cardigan with a bright T-shirt or polo-style shirt underneath. This season, look for colors like Bordeaux or red and pair it with gray. Mixing and matching is a challenge for many people, and the best advice we can give is to try on different combinations of your clothing at home, experimenting with various tops and bottoms together. Often, one article can go farther than you think possible."

Rachel Stafler is a London-based freelance writer who often writes about fashion and lifestyle trends.

Pare and purge

CHANGING your closet from summer styles to winter warmers is a good opportunity to pare down and get rid of what you no longer need. Although it's tempting to hold on to clothing for old times' sake, here are a few tips on knowing when it's time to say goodbye.

First, throw out anything with stains, holes or worn-out areas, no matter how much you may like those pieces.

Next, try on clothing for the coming season and see how it fits. "Your body changes, and garments can change too," says Corinne Phipps of Urban Darling. "If areas on a piece of clothing are sagging or faded, get rid of it. You will ultimately feel better giving it away than wearing something that doesn't look good." It's also OK to give away clothing that you no longer like. If it doesn't make you feel good and you don't enjoy wearing it, there's no point keeping it.

Finally, see how well a piece mixes and matches with your other clothes. If you don't have anything that goes with it, you won't use it. "You can't wear a blouse on its own," says Darcy Camden of Styled. Seattle. "You need other things to make it work; otherwise, it will just sit in your closet unworn."—RS



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A matcha made in heaven:

Kirkland Signature Green Tea



Tablet or smartphone? Scan or click the image for details on Ito En's tea-leaf

By Hana Medina

FOR CENTURIES, GREEN teas have been enjoyed by people all over the world. Once used for medicinal purposes in Asian cultures, green tea and its varieties have been celebrated globally for their health benefits and vibrant flavors.

Kirkland SignatureTM Green Tea is an authentic Japanese product made in partnership with Ito En, the number-one green tea producer in the world. "When you go to Japan, Ito En is a household name. Ito En equals green tea in Japan," says Rona Tison, Ito En's senior vice president of corporate relations.

Ito En was established in Japan in 1966 and quickly built a reputation for high-quality loose-leaf teas and ready-to-drink beverages. Popular U.S. Ito En labels include TEAS' TEA and Oi Ocha.

With the company's stellar track record, it's no wonder that Costco buyers sought Ito En as a partner for a co-branded Kirkland Signature product. In 2006, members were introduced to Kirkland Signature Green Tea, a blend of sencha and matcha green teas.

Sencha, a popular variety of Japanese green tea, is made of high-quality, dried, whole loose-leaf teas. Traditionally used for Japanese tea ceremonies, matcha is a premium stoneground powdered tea, considered one of the best green teas on the market. Before grinding matcha, the stems and veins are removed to achieve the tea leaf's full potency.

True to traditional Japanese green tea standards, the dried tea leaves of Kirkland Signature Green Tea are gently steamed (Chinese green teas, on the other hand, are pan-fried). The steaming process allows the tea to preserve its freshness, aroma and natural health properties. In addition to many vitamins and minerals, green tea contains the antioxidant epigallocatechin gallate, which may alleviate heart disease, assist in fighting cancer, lower cholesterol, burn fat and prevent diabetes, stroke and even dementia, according to medical studies. The

amino acid L-theanine, a constituent of green tea, has also been celebrated for its moodcalming properties.

RECIPE ABOVE FROM SIMPLY DELICIOUS THE COSTCO WAY.

2012, PAGE 46

An amino acid found in green tea, glutamate, creates what is known in the culinary world as umami, or "pleasant taste" in Japanese. Umami is considered the fifth taste sensation (the others are sweet, salty, sour and bitter). Tison says that many chefs are using matcha to put umami in sweet and savory dishes.

Creating delicious products is just a fraction of Ito En's mission. The company prides itself on its quality-assurance protocols. The company monitors its products from the soil conditions (its tea is grown in southwestern Japan and Australia) all the way to the store shelf.

The company's tea development program in Japan fosters sustainable land-management practices and encourages younger generations to pursue farming in order to pass along the craft. Ito En furthers its green efforts through an innovative recycling program, which reuses tea leaves from the production of its ready-to-drink products. The leaves are turned into fertilizer and also a resin used for making park benches, tatami mats and even vending machines.

Whether you're sitting on a bench made of recycled leaves or enjoying the umami in your cup, there are a variety of reasons to enjoy green tea. Ito En and Costco continuously work together to bring members a topnotch product, no matter the season.

Connecting

Kirkland Signature Green Tea is available in all Costco warehouses. Green tea drink recipes can be found in back issues of the

Costco Way cookbooks. Search "Ito En" at www.costco connection.com.

Brewina

DIFFERENT FLAVOR PROFILES emerge when green tea is steeped in different water temperatures. Cooler temperatures create a lighter, sweeter taste, while hot temperatures bring out more robust flavors.

Japanese green tea leaves emit more tannin when they come into contact with boiling water, which can make the tea taste slightly bitter. Allow the water to cool before steeping your tea bags. The recommended steeping temperature is 176 F. "If you can hold the cup, we say the temperature's just right," says Rona Tison, senior vice president at Ito En.

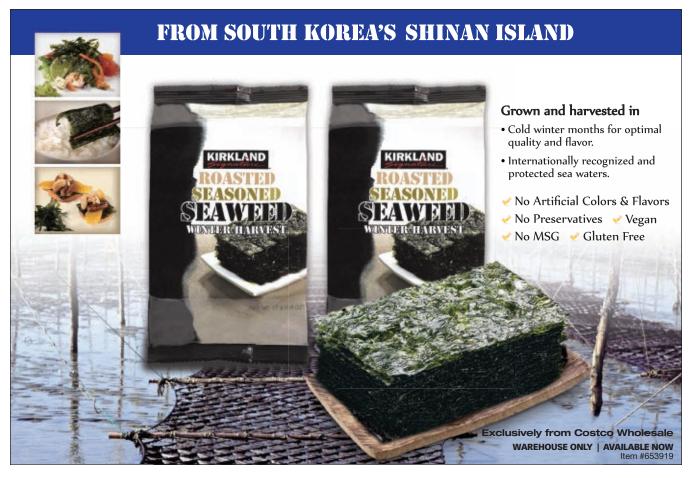
Once your hot tea has steeped, empty the remaining matcha powder in the tea bag envelope into your teacup. The matcha adds flavor and a concentrated boost of health benefits.

For those who like sweetener, green tea pairs well with honey or agave.

Green tea can be brewed cold. Add one tea bag for every 8 ounces of cold water. Steep for two to three minutes. Remove the bag and enjoy.

Green tea can be brewed as a sun tea. Place the tea bags in a clear container with spring water. Set the container outside in the sunlight. Once it reaches the desired flavor, remove the tea bags and enjoy.

Brewed hot, green tea leaves release caffeine equal to one-third of coffee's caffeine content. Cold preparation reduces the amount of caffeine released from the tea leaf.—HM





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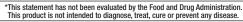


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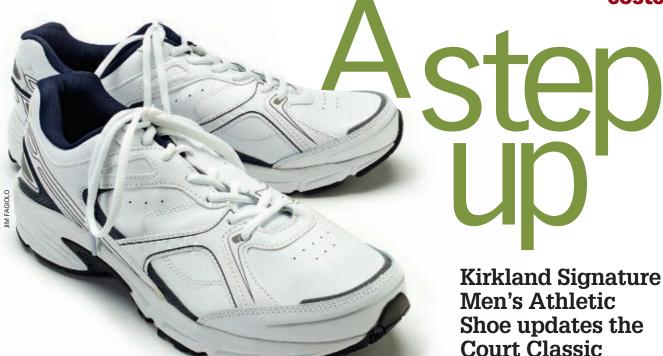












By T. Foster Jones

YOU SEE A shoe. Costco saw an opportunity. In 2011, the Court Classic, one of Costco's very first private-label products, was close to its 20th year of production. The shoe had remained essentially unchanged that entire time. It needed updating. It was time to bring the shoe into the 21st century.

"This is something that we had been wanting to do for some time," says Chris Herbig, Costco's shoe buyer. "Our challenge was to create something new without losing what made the original great to begin with."

Chris and his team put the bid out to a number of suppliers, asking the shoe manufacturers to analyze the Court Classic and come back to them with what they felt was important in the current shoe, what was missing and what they would recommend to make it better.

Ultimately, it was Fila, one of the world's largest sportswear manufacturing companies, that won out over the rest.

"Fila, originally founded in Italy, has been around since 1911, more than 100 years," says Chris. "They have remained successful and competitive by being attentive to changes in the market and by staying on top of breakthroughs in design and materials."

"We looked at the trends in athletic shoes and at Costco's demographics," says Laurie Barokas, the Fila representative who worked with Chris and his team. "We wanted to retain

Connecting

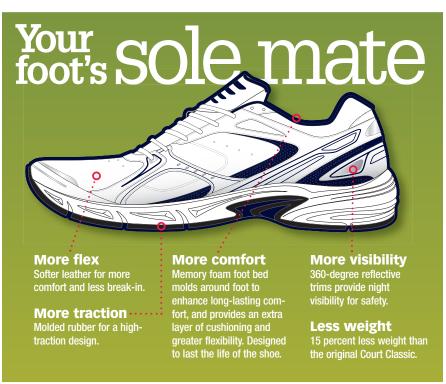
The new Kirkland Signature™ Men's Athletic Shoe (multiple item numbers, \$16.99) is available in whole and half sizes 8–12, and in size 13 at Costco and on Costco.com.

the stability of the original shoe, but lighten it up a bit. We managed to do that [the shoe is about 15 percent lighter] and still retain the exact same balance of leather and synthetic materials. Plus, the leather, known as 'action leather,' is a softer leather for more comfort and less break-in."

Probably the biggest difference—and one of the latest footwear innovations—is the memory foam foot bed. The memory foam

molds to the wearer's foot, providing an extremely comfortable feel (as this writer will attest), then returning to its original shape when the shoe is removed. It is designed to last for the life of the shoe.

"We had been using memory foam for about a year with Fila," says Barokas. "The feedback has been fantastic. By using memory foam, Costco is really establishing this shoe as a trendsetter."









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Cleaning Kirkland Signature wet wipes get eco-friendly with a conscience

By Hana Medina

THESE DAYS, WET wipes are a go-to cleaning solution for just about everything. That's why Costco and Nice-Pak (the world's largest wet-wipe producer, and a longtime Costco supplier) are working to ensure that wet wipes aren't saving consumers time and energy at the expense of the environment. Together, the companies have developed the Kirkland Signature™ line of baby, household and facial wipes using plant-based fibers and sustainable sourcing, manufacturing and packaging.

To Nice-Pak, eco-friendly is a synonym for business friendly. "Thinking clean and working green [Nice-Pak's sustainability code] is part of our total business model," explains Patricia Raggi, senior director of customer marketing for Nice-Pak. "There are certain efficiencies derived from taking waste out of the system, which helps us improve our business and create and deliver products at competitive prices."

Eco-friendly practices are foremost when it comes to Nice-Pak's products (see diagram) and its day-to-day operations.

- Two of the three Nice-Pak manufacturing facilities (in Orangeburg, New York, and Mooresville, Indiana) are zero-landfill operations, a clean process that converts waste into electricity. Each year, these efforts prevent 6,600 tons of trash from entering landfills. Their zero-landfill operations also reduce their need for coal mining and combustion (traditionally used to generate electricity) and eliminate the equivalent of 4,700 metric tons of carbon dioxide pollution each year.
- This past August, Nice-Pak began installing more than 3,000 solar panels to power its Orangeburg, New York, facilities.
- Most Nice-Pak satellite offices and distribution and manufacturing centers have converted to LED lighting, further diminishing their power needs.

Costco and Nice-Pak continually search for earth-friendly efficiencies. No matter what needs cleaning, members can rest assured knowing that Kirkland Signature wipes can tackle their needs with minimal environmental impact.

The Costco Connection

Kirkland Signature baby, facial and household wipes are available in all Costco locations.



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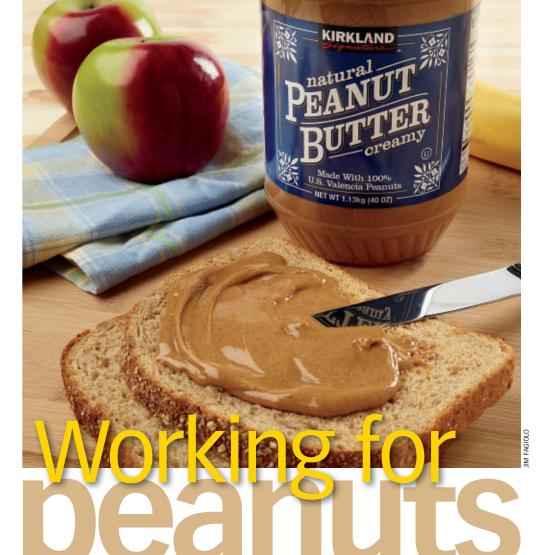


USP has tested and verified select Kirkland Signature supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.



Tracy Schneider fills September's consumer reporter slot with this behind-the-scenes look at a Costco program. Send your questions about this article to:

buyingsmart@costco.com.



A lot of effort goes into making Kirkland Signature peanut butters

By Tracy Schneider

TURNING PEANUTS INTO peanut butter sounds like a relatively simple procedure. But when you throw in Costco's high standards, the expectations of Costco members, a peanut shortage, the need for the rarest peanuts (which are also the hardest to grow and harvest) and the desire to ensure the most

stringent safety measures, the process can get, well, complicated. However, as members can attest, with the arrival of Kirkland Signature™ Natural Creamy, Organic Creamy and the allnew Natural Chunky Peanut Butter, it has been well worth the effort.

Why Valencia peanuts?

Peanuts are not nuts at all, but are in the legume family, which also includes soybeans, peas and lentils. From the plant's yellow blossoms comes the peg, which matures underground to become a peanut.

Four major varieties of peanuts are grown in the United States: Virginia, Spanish, Runner and Valencia. Though most peanut butters are made from Runner peanuts, Costco uses Valencia peanuts

in its all-natural peanut butters because they are so much sweeter.

Valencia peanuts grow in the sandy soil of eastern New Mexico and western Texas. They are the smallest of the four varieties; their papery skin is a brighter red. But their stems are weak, making the pods the most difficult to harvest. And though they require a shorter growing season than the others, their yield is smaller. "Valencias are the hardest to grow, but the taste is worth it," says Shauna Lopez, buyer for Kirkland Signature foods.

Dry-roasted Valencia peanuts and sea salt are the only ingredients in Kirkland Signature peanut butters. No sugar, no molasses, no honey. No preservatives, emulsifiers or stabilizers either.

But Valencias aren't the sole reason Kirkland Signature peanut butter tastes great. The Costco buying team experimented with the roasting process until they landed on a dark roast that, like coffee, brings out a stronger peanut flavor, both more robust and sweeter.

And then there is the speck count, or how many



flecks of the peanut's papery skin are incorporated into the mixture, which the team prefers on the higher side. The skin, like that of a potato, is very nutritious, but it's also bitter. Arriving at just the right specks-to-paste ratio is part art and part science.

Yes, we have no peanuts

Of course, all of this means nothing if you can't get peanuts.

Ninety percent of American households buy peanut butter, which is the major use for peanuts produced in the U.S. The average American child will eat more than 1,500 peanut butter and jelly sandwiches before graduating from high school. "It takes 1,800 peanuts to make just one Kirkland Signature jar," says Shauna.

Those numbers show the demand. So, what happens when supplies drop?

In 2011, with peanut prices low and cotton prices at an all-time high, many peanut farmers decided to grow cotton instead. A drought reduced the peanut crop even further. The result was a peanut shortage so severe that Costco couldn't source enough peanuts and Kirkland Signature peanut butter disappeared entirely from warehouse shelves. "For more than a year, we had no Kirkland Signature peanut butter to sell," says Shauna. "I don't know how many calls we got!"

The peanut harvest

To avoid another peanut shortage, Costco's buying team, in addition to working with the suppliers, began to create relationships directly with the farmers. "I've met some farmers two or three times now," says Shauna. "They're passionate about what they do." The buyers visit the farms and fields to watch the harvest take place.

The harvest is a two-step process. First, a peanut digger slices through each row to loosen the soil. Then the peanuts are pulled out of the ground and turned over so they are



exposed to the sun. They remain there for several days before a peanut combine raises the pods off the ground, separates them from their vines and deposits them in a hopper.

The peanuts must be free of mold and have a very low moisture content before federal and state inspectors will approve their sale to a processor. In fact, the peanuts are inspected and graded twice, at two different stages, by U.S. Department of Agriculture (USDA) regulators, and then tested by a third party once they have been ground into peanut butter.

Costco and its partners have continued to improve their systems and procedures for food safety. Recently, Costco buyers visited the newest supplier three times in three months to monitor and review the processing procedures. One producer had completely revamped its system from the ground up, and now has what Shauna describes as "probably the safest facility in the industry."

Peanuts into peanut butter

Once the peanuts have been approved for sale by the USDA, they are screened to remove debris, vines and rocks. Then the shells are removed and the peanuts are graded and approved a second time by federal and state regulators. Next the peanuts are roasted, both for flavor and to kill any bacteria. Afterward, they're run across rollers to loosen and rub off their skin, a process called "blanching." Finally, the peanuts are ground into peanut butter, packed into jars and tested again before they are shipped to Costco's warehouses.

Kirkland Signature Natural Creamy and Natural Chunky peanut butters are sold in two-pack, 40-ounce jars, and the Organic Creamy in two-pack 28-ounce jars, rather than one jumbo jar, so they're easier to store. The smaller size makes it easier to scoop out every last spoonful, too. Because all Kirkland Signature peanut butters contain no emulsifiers or stabilizers, the peanut butter and the peanut oil will separate naturally. So you may need a spoon to stir your jar before using the peanut butter in a favorite recipe, whether a peanut butter smoothie, a peanut butter satay or a peanut butter cheesecake.

Then again, sometimes the best way to appreciate all the effort that went into making it is the simplest: eat the peanut butter with a spoon, straight from the jar.

Tracy Schneider lives with her husband and daughter in Washington state.



Peanuts! Getcha

ALL KIRKLAND SIGNATURE peanut butters-Natural Creamy, Organic Creamy and new Natural Chunky Peanut Butter-are made with naturally sweet Valencia peanuts and sea salt, nothing more.

Costco's new Kirkland Signature Natural Chunky Peanut Butter has even more of that nutty peanut flavor thanks to the addition of chopped peanuts.

When Costco made its first foray into peanut butter seven years ago, with Kirkland Signature Organic Creamy Peanut Butter, few organic peanut butters were on the market. If Valencia peanuts are difficult to grow, organic

Valencias are even more so, as converting a conventional peanut farm into one that is organic takes three years. Because organic peanuts are grown without synthetic fertilizers, herbicides or pesticides, the growing fields require much more manual labor than conventional fields.

All three peanut butters should be available at most locations at the time of this magazine's publication, with the exception of the Los Angeles region, which will begin stocking the new Kirkland Signature Natural Chunky Peanut Butter toward the end of September and the Northeast region, which will have Organic Creamy in November.—TS

Quality and Value for Your Joints





USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements.

See www.uspverified.org.

- Glucosamine HCI 1500 mg with MSM 1500 mg
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PREVENT/BEFORE





To prevent heartburn, take one pill before eating foods that cause heartburn.*

You've Got Choices for **HOW & WHEN** to Tackle Heartburn

Exclusively from Costco Wholesale WAREHOUSE ONLY | AVAILABLE NOW Item #295735 (Acid Controller), #260486 (Acid Reducer)

Prep • Cook • Cleanup • Store *We Have You Covered*



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VitaRain 7FRO



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- 100% of your daily vitamin C
- · Available in a 20-oz. 24-pack case

VitaRain+



- A new, fresh twist on vitamin water
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VitaRain SPORT



- A low-calorie beverage providing essential electrolytes and carbohydrates
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†Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.



‡Clinical strength is any concentrated fish oil in a form which contains not less than 80% EPA + DHA or a total of omega-3 fatty acids of 85%.

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Costco International Photo Contest • 2013



Nothing captures a moment quite like a perfectly timed picture. And the timing couldn't be any better than this year, as the Costco **International Photo Contest offers** two new opportunities to demonstrate your photographic skills. Joining the wide-open "Give us your best shot" contest are the Johnson & Johnson Baby Photo

Contest and the Picture-Perfect Pets Photo Contest, Each Costco cardholder is allowed to enter a maximum of one photo in each of the contests (that's one, two or three photos). So get your camera ready to capture your best moments and give us your best shots!

Scan or click here for more information



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Source: The NPD Group/Retail Tracking Service (April 2002 to March 2011) based on units sold (LLS only)

New this year: two more ways to win

hnson & Johnson

Our search for the best baby photo has begun. Send in a photo of a child (newborn to 18-month-old) for a chance to win in the Johnson & Johnson Baby **Photo Contest!**



Johnson's

Pietura-Pariaet Pats

They say dog is man's best friend. For many of us, that goes for our cats, birds and other pets as well. Give us your best pet shot for a chance to win in the Picture-Perfect Pets Photo Contest!











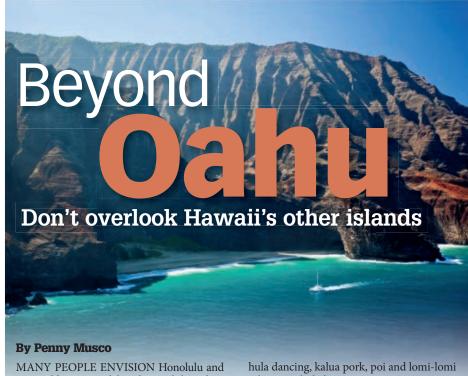






Photo Contests rules: There are three different photo contests: "Give us your best shot," "Johnson & Johnson Baby Photo" and "Picture-Perfect Pets." Each contest is open to legal residents of the 50 United States and Washington, D.C., age 18 or older, who are current Costco members as of 7/1/2013. One entry per member, per contest. Void where prohibited. To enter, visit www.costcophotocontest.com, choose a contest to enter and follow the entry instructions before 9/30/2013. Winning photos in each contest will be selected by a panel of judges based on certain criteria. Each contest is subject to the Official Rules. For more information (including prizes) and the Official Rules of each contest, visit www.costcophotocontest.com and click on the contest you want to enter. Sponsor of the contests: Costco Wholesale Corporation, PO Box 34088, Seattle, WA 98124. Prize Provider of the Baby Photo contest: Johnson & Johnson Services, Inc., One Johnson & Johnson Plaza, New Brunswick, NJ 08933.





its world-renowned beach, Waikiki, when they think of Hawaii. But skip the islands that make up the rest of the state and you'll miss out on much of its exciting aloha spirit. Interisland flights whisk you to the main cities while providing a panoramic glimpse of each island, and renting a car allows you to discover these less-populated locales at your own pace. So, think outside Waikiki.

Maui: the Magic Isle

If you're hungry when you land at Kahului, consider stopping at Zippy's Restaurant. Try the loco moco-chili over rice, topped with a beef patty and eggs-and malasadas, two-bite doughnuts filled with custard.

In late afternoon, zigzag up to the Haleakala summit, as my family and I did, (bring a jacket—it's chilly) to walk the rocky paths around the crater while watching the sun sink over the Pacific. Most people come at sunrise, but evening is just as beautiful (and much less crowded).

The Hana Highway, famous for its curves, ocean views, waterfalls and sparkling pools, can be tackled on your own; better yet, hop aboard a tour bus to enjoy the sights without distraction.

The small town of Paia, with shops carrying local crafts, clothing and art, is a good place to visit afterward. Here you can get an introduction to Hawaii Regional Cuisine, a movement blending the state's ethnic flavors with world cuisine. Beverly Gannon, one of the 12 chefs who established this culinary movement emphasizing local fruit, vegetables, meat and fish, runs the Hali'imaile General Store restaurant.

After a short hike in peaceful Iao Valley in central Maui, head over to the former whaling village of Lahaina for whale watching, historic sites and art galleries galore. Old Lahaina Luau promotes its traditional luausalmon included.

In nearby Kaanapali, we ate at CJ's to sample the Hawaiian specialty known as plate lunch—meat or fish, plus two sides, usually macaroni salad and one other salad plus rice. Don't miss the daily sunset cliff-diving spectacle at Black Rock on Kaanapali Beach.



(Top) The hikable Na Pali Coast on

Kauai, as viewed by helicopter. (Above) Enjoying a shave ice is a highlight after a day of exploring the Big Island.

Hawaii: the Big Island

It's not called the "Big Island" for nothing. Driving distances may be long, but the adventures are worth it. En route from the island's west coast to Kīlauea, one of the world's few active volcanoes, stop for provisions at Punalu'u Bake Shop, the southernmost bakery in the U.S. Continue on to Punalu'u Black Sand Beach; coming from another state that borders an ocean, we found it fascinating to walk on finely crushed lava instead of the smooth white powder we're used to. And it was a thrill to get close to sea turtles (no touching!).

At Hawai'i Volcanoes National Park, we stared out at the dark, rocky volcanic landscape, drove around the rim and along Chain

The Costco Connection

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of Craters Road, and trekked all over ropy lava mounds from past eruptions (check out the Thurston Lava Tube).

We came back in the evening to visit the Jaggar Museum, with a sheltered view of the caldera and main crater, Halema'uma'u; the overlook outside the building offers an incredible view of the volcano with interpretive displays about Kīlauea, one of the world's most active volcanoes.

In Hilo, east of the park, learn about another natural phenomenon at the Pacific Tsunami Museum. Farther east, in Waimea (paniolo, or cowboy, country), Merriman's owner is another of the founding members of Hawaii Regional Cuisine.

We finished the day in Kona with Tropical Island Flavor's shave ice. It's so much more than a snow cone—the ice is finely shaved, with tropical flavors such as guava, pineapple, coconut or kiwi; occasionally a scoop of vanilla ice cream or bean paste is put in the bottom of the cup, and sweetened condensed milk drizzled over the top for a more intense flavor and a creamier, smoother texture. Yum!

Kauai: the Garden Isle

Verdant Kauai is the ideal location for honeymooners and those seeking a more laidback vibe. You can pick either an unhurried boat ride or an exhilarating helicopter flight for a bird's-eye view of the Na Pali Coast's spectacular cliffs.

Kauai's southern shore is calmer, and Poipu Beach is the best place not only for a swim, but also to spy humpback whales and endangered monk seals (and if you still haven't had enough Hawaiian fusion, a Roy's restaurant is nearby).

Generally flat terrain makes biking the Ke Ala Hele Makalae trail a leisurely pleasure. Farther west, wind your way up to the 3,600foot deep Waimea Canyon and then into Kōke'e State Park for scenic overlooks, lush vegetation and stunning waterfalls.

If you're into golf, there are 10 courses from which to choose, including ones designed by Jack Nicklaus and Robert Trent Jones, Jr. Or just sit back, relax and take in the island sights during a six-hour movie-inspired tour to see where films such as Pirates of the Caribbean, Blue Hawaii and Jurassic Park were made.

Penny Musco (www.pennymusco.com) enjoyed her trip to Hawaii, especially its national parks.

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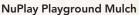
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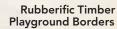


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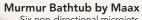
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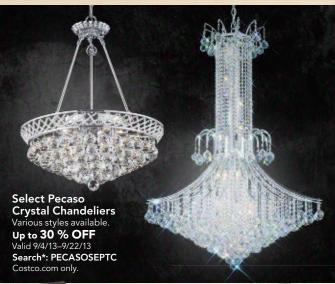
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Biltmore Bonded Leather Dining Chair 2-Pack \$179.99 Delivered Valid 9/1/13–9/30/13 #495581 Costco.com only.



Rochester
Barstool 2-Pack
Available in bonded leather
or linen in 26" or 30".

5549.99 Delivered
Valid 9/1/13–9/30/13
#663758 Costco.com only.



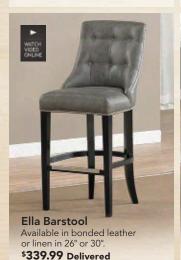
Chase Velvet Dining Chair



Valid 9/4/13–9/22/13 vom only.

Valid 9/4/13–9/22/13 #723153 Costco.com only.

Caden 7-Piece Dining Set



Valid 9/1/13-9/30/13

#791098 Costco.com only.



Arianna Bonded Leather Swivel Barstool Available in 26" or 30". *249.99 Delivered Valid 9/1/13–9/30/13 #791082 Costco.com only.



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Cannon Safe **CS33 Executive Vault** 585 lbs., 32.8 cu. ft.

30-minute fire-protection safe with electronic lock and door organizer kit.

\$899.99 Delivered After \$200 OFF

Valid 9/5/13-9/29/13 #789291 Costco.com only.





American Heritage Bradford Billiard Table Collection

Available in classic, supreme or ultimate editions. Up to \$1,000 OFF Valid 9/5/13-9/29/13

Search*: BILLIARDSEPTC Costco.com only.

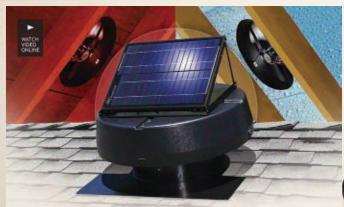


Valid 9/1/13-9/30/13

#780246 Costco.com only. Electronics not included.







Professional Series Solar-Powered Attic Fan by U.S. Sunlight Ventilates up to 1,900 sq. ft. Reduces attic heat buildup in summer months and moisture in winter months. Assists in the reduction of ice damming. Qualifies for 30% federal tax credit.

\$299.99 Delivered After \$100 OFF Valid 9/4/13-9/22/13 #597307 Costco.com only.









Bailey Fabric Power Reclining Lift Chair \$699.99 Delivered

Valid 9/1/13-9/30/13 #633490 Costco.com only.

BROWSE PRODUCTS NOW

Use the code scanner in the Costco app to scan the product image of any item in the Costco.com section to view the item or product video online.

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Morris 4-Piece Top Grain Leather Set \$3,099.99 Delivered #783475 Garrick Bonded Leather





Maddox Top Grain Leather Motion Sectional

Includes left-facing power recliner, armless chair, corner wedge, armless chair, storage console and right-facing power reclining chaise lounger.

\$2,999.99 Delivered

Valid 9/1/13-9/30/13 #634654 Costco.com only.

Modular Sectional Includes chaise, ottoman, corner section and three armless chairs. 1,999.99 Delivered Valid 9/1/13–9/30/13 #691440 Costco.com only.



Monte Carlo Fabric Sectional and Ottoman \$1,799.99 Delivered Valid 9/1/13-9/30/13 #642491 Costco.com only.

Kingsbury 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

\$2,499.99 Delivered

Valid 9/1/13-9/30/13 #784073 Costco.com only.



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BROWSE PRODUCTS NOW

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Protect-A-Bed Complete Mattress Allergy and **Bedbug Protection Kit**

Good Housekeeping Seal of Approval. 100% pesticide free. Various sizes available.

Up to \$20 OFF

Valid 9/4/13-9/22/13 #100011512 Costco.com only.



Sleep Science 9" Natural **Latex King Mattress** \$2,499.99 Delivered

Valid 9/1/13-9/31/13 #758330 Costco.com only. Other sizes/configurations available. Price varies by size/configuration.



Singer 6160 60-Stitch **Sewing Machine**

60 built-in stitches with stitch guide, time-saving automatic needle threader and heavy-duty metal frame.

\$114.99 Delivered

Valid 9/1/13-9/30/13 #791002 Costco.com only.



Shelf Reliance Deluxe **BPA-Free 55-Gallon Barrel** Water Storage System

Includes water pump with adapter, multipurpose bung wrench tool and two advanced filters that can filter up to 100 gallons each.

\$99.99 Delivered After \$20 OFF

Valid 9/4/13-9/22/13 #673338 Costco.com only.



Master Grade HD Electric Commercial Knife Sharpener

Works on serrated knives. Includes 7" Japanese Santoku knife and 7" Japanese Usuba knife.

\$299.99 Delivered #709243 Costco.com only.



ReadyFuel Smokeless and Odorless Fire Gel

Includes 120 packets of fire gel. Enough fuel to boil up to 30 gallons of water. Up to a 30-year shelf life.

\$139.99 Delivered After \$40 OFF

Valid 9/4/13-9/22/13 #691986 Costco.com only.



Gluten-Free and Vegetarian Food Storage

Includes 126 #10 cans of certified gluten-free essentials. A variety of ancient grains, fruit, vegetables, dairy, beans, protein and basics.

Up to a 20-year shelf life. \$1,499.99 Delivered After \$300 OFF

Valid 9/4/13-9/22/13 #641954 Costco.com only.



ARK 1-Month Supply Emergency Food Storage

330 servings. 2,100 calories per day for one adult for 30 days. Includes oatmeal, potato soup and more. Up to a 20-year shelf life.

\$84.99 Delivered After \$15 OFF Valid 9/4/13-9/22/13 #582275

Costco.com only.

Rainforest Alliance Green Unroasted Arabica Coffee

Includes six 3.75 lb. sealed cans of green coffee beans from Brazil. High-grown, dense beans ensure great flavor whether roasted light, medium or dark.

\$89.99 Delivered

#779181 Costco.com only



Nutristore Granola with Strawberries, Blueberries and Milk Food Storage

128 servings of just-add-water breakfasts with freeze-dried fruit. Includes 32 total four-serving, resealable pouches of granola, strawberries and milk and granola, blueberries and milk. Up to a 10-year shelf life.

\$99.99 Delivered After \$20 OFF Valid 9/4/13-9/22/13 #558933 Costco.com only.

Organic, Grass-Fed, Center-Cut Top Sirloin Steaks

Includes 20 8 oz. steaks. 100% organic, raised free-range without pesticides and herbicides. Free of antibiotics, hormones, GMOs and additives.

\$139.99 Delivered After \$20 OFF Valid 9/4/13-9/22/13 #561803 Costco.com only.



Nutristore Real Freeze-Dried Meat Entrée Combo Food Storage 128 servings. Includes 32 servings of

each flavor: chicken curry with rice, teriyaki chicken with rice, beef and mushroom with noodles and Santa Fe-style chicken with rice. Up to a 10-year shelf life.

\$149.99 Delivered After \$40 OFF Valid 9/4/13-9/22/13 #550878 Costco.com only.



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Kirkland Signature™ Ladies' Quarter-Zip Space-Dyed Pullover Various colors and sizes available. \$17.99 Delivered

Search*: YOGASEPTC Warehouse and Costco.com.



Ladies' Reversible Yoga Pant with Space-Dyed Waistband Various colors and sizes available.

\$19.99 Delivered

Search*: YOGASEPTC Warehouse and Costco.com.



BellaFace Anti-Aging Skin Device by Silk'n Includes Dead Sea mineral cream and

Silk'n serum. \$179.99 Delivered Valid 9/1/13-9/30/13



BellaLite Hair Removal System by Silk'n

Includes pre-installed lamp cartridge and replacement cartridge, each containing 1,500 pulses.

\$249.99 Delivered Valid 9/1/13-9/30/13 #792695 Costco.com only.





- A. .88 ctw **Round Diamond Wedding Set** Platinum. \$2,899.99 Delivered #704255
- B. 1.50 ctw **Round Diamond Wedding Set** Platinum **\$7,499.99 Delivered**#693820
- C. 1.62 ctw **Round Diamond Wedding Set** Platinum. \$**5,299.99** Delivered #724583
- D. 1.39 ctw **Emerald Cut and Round Diamond Wedding Set** Platinum. Available in sizes 5, 6 or 7.

\$5,699.99 Delivered #11672705

All diamonds are minimum VS2 clarity, I color. All items Costco.com only.



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One system to serve them all

AccessLine
business phone
service is well
received by

members

By T. Foster Jones

GIVEN THE VARIETY of sizes and complexities of businesses, there really can be no one-size-fits-all telephone system solution. Recognizing this, AccessLine, a leader with 20 years of experience in providing hosted communications and managed voice services to small and medium-size businesses, created a simple, scalable solution that is plug-and-play and flexible.

"At AccessLine, we work very hard to make our phone system as simple as possible to install," says Mark Sher, vice president of marketing for AccessLine. "Our phones arrive preconfigured; plug the phone into power and the existing computer network and you have a phone system. Additionally, we have a staff of specialists dedicated to our new customers to help them get set up and specifically configure their system to meet their needs."

Besides the ease of installation, simple setup and quality equipment, AccessLine offers low monthly rates to Costco members, so you may just find yourself saving some money over your previous service.

"A Costco Executive member with five phones and five lines of service will save \$2,895 per year compared to non-member AccessLine retail pricing," says Jim Goforth, Costco's manager of business services. (Additionally, there is a current offer for a free two-line phone. See the Update article on page 99 for details.)

Every AccessLine line features unlimited local and domestic long-distance calling with voice mail, call hold, call transfer, call park and much more. Enhancements such as conference calling, WebFax and toll-free numbers are also available.

AccessLine also now offers CallScape, a free desktop application, as part of its service. CallScape allows any user to see, at a glance, who within the company is on the phone at any given time. Additionally, users can place calls directly from CallScape without ever touching their phone.

AccessLine has been providing mem-

bers with business phone services for 10 years. Currently serving more than 10,000 Costco members, it is one of Costco's most popular member services. Rosamaria "Rosy" DeSimone, a Costco member in California, and the office manager for Vantage Point Advisors, a business valuation firm with 17 employees, has been using the service for several years.

"We were attracted by the cost, ease of use and the flexibility for a small, growing company," says DeSimone. "We've moved twice in the last two years. The VoIP [Voice over Internet Protocol] service made it so easy to set up the Internet at each new location and then pick up the phones and go. There was literally no downtime.

"We increased our extensions as we grew, and currently have five lines with 18 extensions. This was a great feature and very easy for us. We were able to just call AccessLine and have lines added. Their customer service has been great.

"Phone service is very important to our business," she adds. "Our clients are CFOs, CEOs, lawyers, accountants, etc. They need to know they can easily pick up the phone and reach us. Their time is important, so we want this to be an easy process for them."

For this reason, says DeSimone, the auto attendant feature of the system is particularly helpful. "Auto attendant is perfect for us," she says. "Clients and associates calling in can route directly to the person they want to talk to. We don't have to hire a person to take calls or manage the phones. It makes it efficient and cost-effective for us."

Connecting

For more information, go to Costco.com and click "Services" then "Business Phone Services," or call 1-877-917-3419.

AccessLine service details

ACCESSLINE Communications offers Costco members hosted business phone services at exclusive rates. The company developed features for its VoIP phone system that cater to small and medium-size businesses. These features were developed at the request of AccessLine customers, many of whom are Costco members. The features include:

- A PBX phone system that delivers real cost savings by allowing a business to purchase fewer phone lines and still provide employees with a desk phone and a phone number on which they can be reached directly.
- Call Queuing. Automatically places callers on hold (with your custom message) if all phones are in use. When a phone becomes available, the caller is instantly connected.
- Remote voice-mail access.Available by unique phone number.
- Zero percent financing for all phone equipment purchased through AccessLine. Additional lines are available as needed.



- All-page intercom. Locate staff using your phone.
- Call park and pickup. Place a call on hold and pick it up on another phone.
- Ability to support multiple businesses with one phone system.
- CallScape: Download CallScape free and use your Mac or PC to see who is on the phone and click to call people inside and outside your company.
- Customizable music message for on-hold calls. Business members now have an opportunity to record on-hold sales and information messages along with custom music they provide.—TFJ

Quality and Value for Your Joints





USP has tested and verified this Kirkland Signature™ supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements.

See www.uspverified.org.

Kirkland Signature Glucosamine 1500 mg & Chondroitin 1200 mg

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- Supports Joint Cushioning[†]
- Promotes Joint Comfort & Flexibility

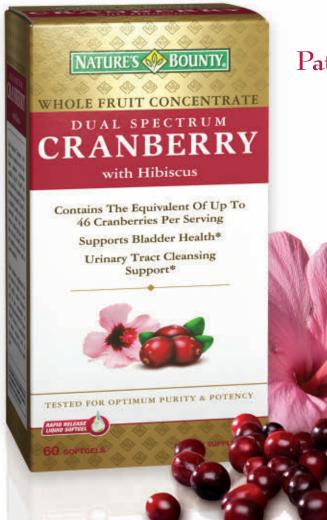
† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Arthritis-did you know?





Be Your Healthy Best™



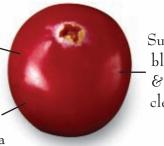
Patented Cranberry with Hibiscus in a premium formula.

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Cranberry with Hibiscus combines
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cranberry concentrate that uses
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urinary tract.*

Don't settle for less than the whole cranberry.

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Pacran^{*}

Characteristic

Flesh

Fatty Acids

Pacran Cranberry Matrix vs. Cranberry Fractions

Cranberry

Cranberry

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Fiber $\sqrt{}$ Sugars $\sqrt{}$

Decas Botanical Synergies. (2012). Pacran® Cranberry Matrix vs. Cranberry Fractions [Table]. In Decas Botanical Synergies, LLC whole cranberry synergies for urinary tract health. Retrieved from http://www.decasbotanical.com.



DON'T JUST TAKE YOUR VITAMINS, ENJOY THEM.

With Nature Made® Adult Gummies.



Nature Made Fish Oil Adult Gummies with Heart Healthy Omega-3s EPA & DHA[†]

Available in yummy orange, lemon and strawberry banana flavors.

Nature Made Vitamin D Adult Gummies support bone, muscle, & immune health[†] **Available in delicious peach, mango and strawberry flavors.**



Bulbs 3-Pack: Featuring a flame-tip design, each light bulb uses only 4.8 watts to replace a 40-watt bulb, produces a brightness of 300 lumens, is fully dimmable and has a 25,000hour life. Energy Star approved. Item #728480. Warehouse only.

B. Disguise Toddler Boys' and Girls' **Costumes:** With Halloween right around the corner, this new toddler costume collection features kids' favorite TV and movie characters. Each new costume is complete with a coordinating accessory. Sizes: 3T-4T. Item #981292 (Boys), #981084 (Girls). Warehouse only.

C. Diamond Necklace: This alluring 1.30 ctw diamond necklace features a 14-karat white gold chain adorned with 10 round diamonds, displaying a round diamond set inside complementary teardrop halos. Item #383667. Costco.com only.

D. Bose® Companion® 3 Series II **Multimedia Speaker System:** Provides vivid stereo performance while freeing up desktop space. Newly designed speakers, preassembled on stands, deliver brilliant sound for music, games and movies. Proprietary TrueSpace® stereo signal processing circuitry spreads the sound around you. All-in-one control pod houses volume control, headphone jack and auxiliary input. Item #800333. Warehouse and Costco.com.





E. Airborne Gummies Assorted Fruit Flavors: Help support your immune system with a unique blend of nine vitamins, minerals, herbs and a blast of vitamin C. Three gummies equal one serving. Item #772154. Warehouse only.

F. Kirkland Signature™ White Grape Peach Juice: This delicious juice combines 100% white grape and peach juice concentrates, with only water, citric acid and natural sugars from both juices added, for a refreshing and unique taste. Item #767072. Warehouse only.

G. Garza Blanca Preserve Resort and Spa Package: Located south of Puerto Vallarta, the boutique Garza Blanca Preserve Resort and Spa is cradled between the Sierra Madre and the luminous waters of the Pacific Ocean. Elegant amenities combined with authentic Mexican touches include marble floors, granite countertops, a free-form infinity pool, Hamara Spa and two gourmet restaurants. Exclusive to Costco members is a \$100 resort credit. For additional package details, click "Travel" at Costco.com or call 1-877-849-2730.

H. Arcan 2.5-Ton Aluminum/Steel Service Jack: With a minimum height of 4.0" and a maximum height of 18.5" under load, the HJ2500 is the ideal service iack for lifting cars, trucks, SUVs, boats and whatever additional heavy-duty equipment the job calls for. Weighing in at only 59 pounds, it is capable of lifting vehicles up to 2.5 tons. Item #900930. Warehouse only.

I. Teetot Princess Factory and Adventure Factory Children's Costumes: Each costume features a creative twist on a classic theme to inspire your little one's dreams and adventures. Imaginative detailing, quality fabrics and sturdy construction. A Costco exclusive. Sizes: 3-6. Item #981141 (Boys), #999384 (Girls). Warehouse only.





FOCUS ON:

KIRKLAND SIGNATURE™ Sahale Snacks® Pecan-Cashew Nut Crisp tastes like your favorite fruit dessert, but with a delicious nutty crunch.

This kosher and gluten-free nut blend combines roasted pecans and cashews with dried cinnamon apples and peaches, complemented with pure vanilla extract.

The secret, says buyer Maura Gibson, is the natural ingredients: "Costco helps source and procures the pecans, cashews and cinnamon. This sourcing provides a better value over similar branded items." Pecan-Cashew Nut Crisp can be served as an

appetizer with wine and cheese, used as a delicious topping for salads or oatmeal, or simply eaten anytime right out of the pouch as a snack. Item #729893.

Warehouse only.



Cetirizine HCl is the

#1 Allergist Recommended

active ingredient in children's OTC products*

* In the U.S. Source: Source Healthcare Analytics, LLC - A Symphony Health Solutions Company





An estimated 50 million Americans have some type of allergy. In most people, allergies first appear during infancy or childhood¹.

Children's ALLER-TEC® is produced using strict quality assurance procedures and advanced manufacturing technology.

Allergic disorders rank first among children's chronic diseases¹.

¹American College of Allergy, Asthma & Immunology

Stand Up To Allergies

Just one tablet provides 24-HOUR RELIEF of: sneezing; runny nose; itchy, watery eyes; itchy throat or nose for BOTH indoor & outdoor allergies**



**Refer to the Drug Facts on the package for warnings and other important information.

*This product is not manufactured or distributed by McNeil Consumer Healthcare, distributor of Zyrtec° Tablets. Zyrtec° is a registered trademark of Johnson & Johnson Corporation.

Exclusively from Costco Wholesale WAREHOUSE/COSTCO.COM | AVAILABLE NOW Item #311676

inside. cial even New and exciting products available at warehouses for a limited time only

featured events

Look for (A) Goal Zero portable solar power, (B) Campus Drive collegiate apparel, (C) Traeger grills in warehouses during September. For an updated list of participating warehouses, go to Costco. com and search "goalzero44," "collegiateapparel44" and

"traegergrills44." For previously featured events, search

"allacrossafrica," "G-III-NFL44," "Jennifer Adams," "jewelrytoyourdoorstep44,"

"marcella44," "massagechairs44," "onesole44," "puzzles44," "romadesigns44," "scarves44,"

"smartsilk44," "uphillcollegiate44" and "vitamix6300."



Click here for a list of special events by region.

ALASKA

Anchorage

Sep 27-Oct 6 Miracle Mats Juneau

Sep 20-29 Traeger pellet grills

IDAHO

Boise

Sep 20-29 Traeger pellet grills Coeur d'Alene

Sep 6-15 Traeger pellet grills

Nampa

Sep 20-29 SmartSilk silk bedding **Pocatello**

Sep 13–22 Traeger pellet grills

MONTANA

Billings

Sep 20-29 Miracle Mats Sep 20-29 SmartSilk silk bedding

Bozeman

Sep 20-29 Traeger pellet grills

Helena

Sep 6-15 Traeger pellet grills

Kalispell

Sep 6-15 Traeger pellet grills

Missoula

Sep 6-15 Miracle Mats Sep 6-15 SmartSilk silk bedding

OREGON

Albany Sep 6–15 SmartSilk silk bedding Aloha

Sep 27-Oct 6 Collegiate accessories

Clackamas Sep 27–Oct 6 Traeger pellet grills

Eugene

Sep 27-Oct 6 Collegiate accessories

Hillsboro

Aug 9-Sep 1 Sheds

Medford

Sep 13-22 Sheds

Portland

Sep 13-22 Sheds

Sep 13–22 Traeger pellet grills

Salem

Sep 27-Oct 6 Miracle Mats Sep 27–Oct 6 Sheds

Tigard

Sep 13-22 Collegiate accessories Sep 20-29 Miracle Mats

Warrenton

Sep 20-29 SmartSilk silk bedding

Wilsonville

Lehi

Sep 6-15 SmartSilk silk bedding Sep 13-22 Polish pottery

Sep 6-15 Professional cookware

Orem

Sep 13-22 SmartSilk silk bedding Sep 27-Oct 6 Collegiate accessories

Sandy

Sep 13–22 Collegiate accessories

Spanish Fork

Sep 20-29 SmartSilk silk bedding

Sep 27-Oct 6 Polish pottery

West Bountiful

Sep 13-22 Collegiate accessories

WASHINGTON

Aurora Village

Sep 13-22 Sebamed skin care Sep 27-Oct 6 Collegiate accessories

Burlington

Sep 6-15 Traeger pellet grills

Clarkston

Sep 27–Oct 6 Collegiate accessories

Sep 2–15 NFL apparel Sep 27-Oct 6 Miracle Mats

Everett

Sep 2–15 NFL apparel Sep 27–Oct 6 Collegiate accessories

Gig Harbor

Sep 2–15 NFL apparel Sep 13–22 Polish pottery

Issaguah

Sep 13–22 Collegiate accessories Sep 27–Oct 6 Miracle Mats

Sep 13–22 Collegiate accessories Sep 27–Oct 6 Sebamed skin care

UTAH

Sep 27-Oct 6 Collegiate accessories

Murray

Ogden

Sep 13–22 Sheds

Salt Lake City

Sep 6–15 Traeger pellet grills Sep 13–22 Sheds

Sep 6-15 Traeger pellet grills

Sep 13–22 SmartSilk silk bedding

Covington

Federal Way

Sep 2–15 NFL apparel Sep 6–15 Traeger pellet grills

Sep 2-15 NFL apparel

Kennewick Sep 2-15 NFL apparel

Dates and events are subject to change. Special Events for other regions

Kirkland

Sep 13-22 Sheds

Sep 20–29 Traeger pellet grills Sep 27–Oct 6 Collegiate accessories

Lacev

Sep 2-15 NFL apparel Sep 20-29 SmartSilk silk bedding

Sep 27-Oct 6 Polish pottery Marysville

Sep 2-15 NFL apparel Sep 13-22 Traeger pellet grills

Puyallup

Sep 2-15 NFL apparel

Seattle

Sep 2–15 NFL apparel Silverdale Sep 13–22 Collegiate accessories Sep 13–22 Polish pottery Sep 20–29 Miracle Mats

Spokane Sep 2-15 NFL apparel

Sep 6-15 SmartSilk silk bedding

N Spokane Sep 13-22 Traeger pellet grills

Tacoma Sep 2-15 NFL apparel Sep 6-15 Miracle Mats

Sep 13-22 Collegiate accessories

Tukwila Sep 2–15 NFL apparel Tumwater

Sep 6-15 Traeger pellet grills

Sep 27–Oct 6 Polish pottery

Union Gap

Sep 20-29 Traeger pellet grills Vancouver Sep 2–15 NFL apparel

Sep 27-Oct 6 Collegiate accessories

E Vancouver Sep 2-15 NFL apparel

warehouse hours

Monday–Friday 10am–8:30pm Saturday 9:30am–6pm Sunday 10am–6pm

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Additional Services Costco Auto Program 1-800-800-9288; www.costcoauto.com

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To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.



MANY COSTCO MEMBERS have already discovered the world of great deals available on Kawasaki motorcycles, including street bikes, off-road motorcycles and power-sports products, such as utility vehicles and personal watercraft. Now that world is expanding.

The Costco Auto Program allows members to choose from a large selection of automobiles, and now motorcycle and power-sports buyers can choose vehicles from BMW, Honda, Suzuki and Polaris, among other brands.

Call or visit Costco.com, click on "Services," then Costco Auto Program, and indicate the type of vehicle and brand you are

interested in and you will be directed to a participating dealer where you will receive prearranged pricing exclusively for Costco members and any national incentives that may be available.

If you already own a motorcycle or power-sports vehicle but are looking for parts or accessories, you may be eligible to receive a discount even if you didn't purchase that vehicle through the Costco program, thanks to low, prearranged pricing on all power-sports products.

For more information, call 1-800-816-1377, or visit Costco.com and search "my powersports."

INSURE YOURSELF

Costco members saving on insurance

ELEVEN YEARS AGO, Costco formed a relationship with Ameriprise Auto & Home Insurance to offer auto, home, condo and renters' insurance to Costco members. As part of this relationship, Costco members receive an exclusive discount on their insurance premiums simply for being a Costco member. Thanks to this exclusive discount, Costco members have saved more than \$190 million by switching to Ameriprise since the program began.

Here is one example of what members are telling Costco.

"I want to share my recent experience of shopping for Ameriprise Auto Insurance. My current insurance (with another company) was expiring on May 1, 2013. They sent me my renewal bill for \$1,623 for six months. At Costco I had seen a flier and I emailed

Ameriprise and was surprised to get a quote for the same coverage and a lower deductible for \$938 for six months. It was a very pleasant experience and you can do the math on the savings. Highly recommend to anyone."—Raj B., Hesperia, California

Lower premiums without top-quality service is certainly no bargain. Costco chose Ameriprise Auto & Home Insurance for its commitment to service as well as savings. Costco members currently hold more than 450,000 insurance policies with Ameriprise Auto & Home Insurance.

It takes only a few minutes to see what you could save with Costco's exclusive auto and home insurance provider. Call 1-888-404-5365 or go to Costco.com and search "protect" for your free no-obligation quote.

SPECIAL OFFERS

Costco Services bonuses

HAVE YOU picked up your copy of the Summer/Fall 2013 "MyCostcoServices" brochure, available at your local



Costco? If not, you might be missing some great special offers. This issue's specials are:

Elavon. Get a free mobile card reader, valued at nearly \$50, to accept payments anywhere, anytime! You must be a Costco member and open a new merchant account by October 31, 2013, to qualify for the offer. Terms and conditions apply. Call 1-888-337-1883 and refer to priority code 83014, or visit Costco.com and search "free reader."

The Online 401(k). Two months of free service, and more than \$300 of savings with a Costco Executive membership, are available to small businesses signing up for the service. Through The Online 401(k), Costco Executive members pay setup and the first month's administrative fees; the following two months' administrative fees are free. Regular billing resumes in the fourth month. For more information, call 1-855-807-7253 or visit Costco.com and search "401k connect." Expires October 31, 2013.

AccessLine. Members are eligible to receive one free two-line phone for every line of hosted phone service purchased through AccessLine. Service starts at \$24.99 a month. A one-year contract is required, and early-cancellation penalties may apply. (See the services article on page 89 for more information about AccessLine.)

CALL TO ACTION

Calling all services users

DO YOU USE a variety of Costco services for your home and/or business? Have they helped you save money at home or in your business? Share your experiences with us and you may appear in Update in a future issue of *The Costco Connection*.

Send your story and a picture of yourself, by email, to *costcoservices@costco.com* with "Poweruser" in the subject line. Please include your email address, phone number and membership number.

Don't forget to use your Reward on your next trip to Costco.

Some restrictions apply. See "Services" at Costco.com for applicable terms and conditions. All services are provided by third parties, may not be available in all areas and are subject to change without notice.



MINNEAPOLIS COSTCO MEMBER Ranee Ramaswamy moved to the United States in 1978, but she didn't leave her native India behind.

'When I came to this country, the Indian community wanted me to teach this art form to their children," she says.

The art form is Bharatanatyam, the oldest discipline in Indian dance, dating back more than 2,000 years. Ramaswamy studied it as a child and young adult.

"The art form has two different aspects," she explains.
"One is rhythmic. Indian music is one of the most complex rhythmic systems in the world. So there is this exciting rhythm

where the feet are used and the entire body is used in rhythm. [There are] 28 single-handed and 24 doublehanded gestures, which become a language along with facial expressions and emotional interpretation to tell a story. So the dancer becomes an actress telling stories and rhythmically using every part of their body—the eyebrow to the toe."

Ramaswamy started a company, Ragamala Dance (www.ragamaladance.org), in 1992. "The art form is such a beautiful, unique, strong art form that we decided that it needs to be seen by the general public, not just the Indian audience," she says.

The company is a family affair. Ramaswamy runs it with her daughters, Aparna, who serves as artistic director, choreographer and principal dancer, and Ashwini, who handles marketing and grant applications, and also dances in the company.

They see their work as more than entertainment from another culture. "It's not about being Indian or American or Japanese," says Ramaswamy, who has been nominated to serve on President Obama's Council on the Arts. "It's about being moved by the music, by the movement, by this whole universe that we create on stage."—Steve Fisher

Tiny heroes of hope

TINY SUPERHEROES, an organization started by Seattle Costco member Robyn Rosenberger, empowers children facing serious or incurable diseases by turning them into superheroes. Rosenberger and a small group of volunteers sew monogrammed capes, which lift kids' spirits and encourage them to use "superpowers" to beat their health conditions.

Rosenberger, mom of a healthy 1-yearold, was inspired to start Tiny Superheroes after reading about 1-year-old Brenna, who had a rare, debilitating skin disease. After Brenna's family enthusiastically accepted a cape, word about Tiny Superheroes spread through social media and Robyn's blog (www.tinysuperheroes.com), where she features the caped recipients.

"We fully believe that by raising awareness, their cures will be found. [Cures are] dependent on funding for



Tablet or smartphone? Scan or click the photo to the right for a video about Tiny Superheroes. (See page 5 for scanning details.)

more research. It's equally important that they not only get a cape, but also that we feature them on our blog," she tells The Connection.

Many recipients sleep with their capes or affix them to their wheelchairs. One 10-year-old took his cape to the hospital while undergoing surgery. While there, he met a 3-year-old who was also being

We want to hear from you!

If you have a note, photo or story to share about Costco or Costco members, email it to connection@costco.com with "The Member Connection" in the subject line or send it to The Member Connection, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

treated, and he let the toddler wear his cape for the duration of his stay. "Even our tiny superheroes are empowering other tiny superheroes!" Rosenberger says.

Capes can be purchased through the blog, or children can be nominated to receive a cape. Donations fund capes for nominated children. Since January, the group has sewn more than 1,000 capes, including 10 for young victims of the Boston Marathon bombings.—Hana Medina



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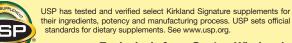
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The Espresso Blend Dark Roast offers subtle sweetness and a smooth finish. It's dark roasted to complement the rich flavor of milk, perfect for crafting a latte or an exceptional cup of coffee. Rich, intense and caramel sweet.

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With a perfect balance of flavor, body and liveliness, House Blend Medium Roast is something you'll want to enjoy throughout the day and the week. It's bright yet surprisingly smooth, cup after cup. Balanced and lively with a clean finish.



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